

JUL 23 1930

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII

NEW YORK, JULY 19, 1930

No. 3



"Ellery Queen belongs
with Sherlock Holmes,"
says William Lyon Phelps.

"A brilliant, thrilling, ingenious story."

THE FRENCH POWDER MYSTERY

By Ellery Queen

Author of

"THE ROMAN HAT MYSTERY"

Just out!

Third printing!

\$2.00

THE WHITE DEVIL

By Luis de Oteyza

An adventure story so thrilling
that it is already translated into
seven different languages. *Ready*
August 7. \$2.00

IN THE RED

By Roy Milton Iliff

A powerful story—poignantly,
passionately human—of youth in
the American middle class. *Ready*
July 24. \$2.00

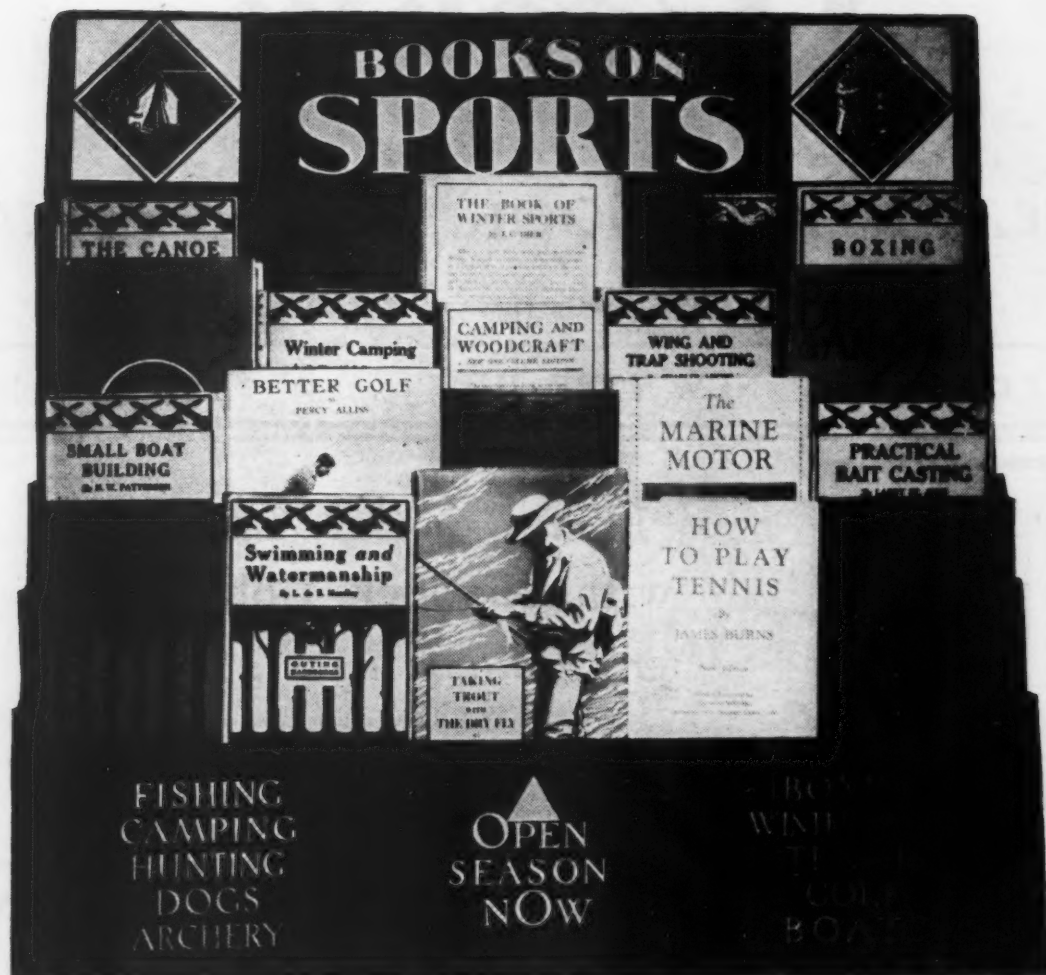
Our slogan: "Buy Your Books of Your Bookseller."

443 4th Avenue FREDERICK A. STOKES COMPANY

New York

FREE....

A Display to Pull Plus Business



THE MACMILLAN SPORTS ASSORTMENT A Complete Merchandising Unit

- 1** Twenty books to sell at prices from \$1.00 to \$2.50 on ten popular outdoor sports. Total retail value \$27.75.
- 2** Attractive display, substantially made of wood, painted in two colors. Takes only 26 inches counter room.
- 3** Three attention-compelling window streamers in color—one for each sports season.

All for the price of the books alone at regular trade discounts. The rack and selling helps free with every order for the complete assortment. Ask our salesmen or write for particulars.

THE MACMILLAN COMPANY N. Y.

CHICAGO BOSTON ATLANTA DALLAS
SAN FRANCISCO

SIX ★

THE RAKE AND THE HUSSYBy **ROBERT W. CHAMBERS**

With the War of 1812 as its authentic and detailed background, here is a splendid historical romance concerning the love of a reckless American blade for a brave patriot girl. There are battles by land and sea, scenes behind the lines, and plenty of action. \$2.50

THE FIRE WITHINBy **GEORGE GIBBS**

The modern divorce question in a serious, sympathetic novel of American life. A moving story about the seemingly hopeless love of a divorcee for a minister and a provocative conclusion to the problem. \$2.50

NEW ★

RELENTLESSBy **MYRTLE JOHNSTON**

A novel of tremendous power and realism recounting the strange history of the Beranger family, who ventured into the wilds of Siberia, became uncivilized, and then returned to conventional England. By the author of "Hanging Johnny." \$2.50

THE BACKSTAGE MYSTERYBy **OCTAVUS ROY COHEN**

The inimitable fat detective, Jim Hanvey, solves the intricate murder case of Wylie Thornton, the matinée idol, in a deft and unconventional manner. \$2.00

AUGUST ★

THIS AWFUL AGEBy **FLORENCE RYERSON AND COLIN CLEMENTS**

The highly amusing story of Jane Jones and Chump Edwards, who, with their trials and troubles and endless enthusiasms, are seen importantly "growing up." \$2.00

THE SILENCE OF COLONEL BRAMBLEBy **ANDRÉ MAUROIS**

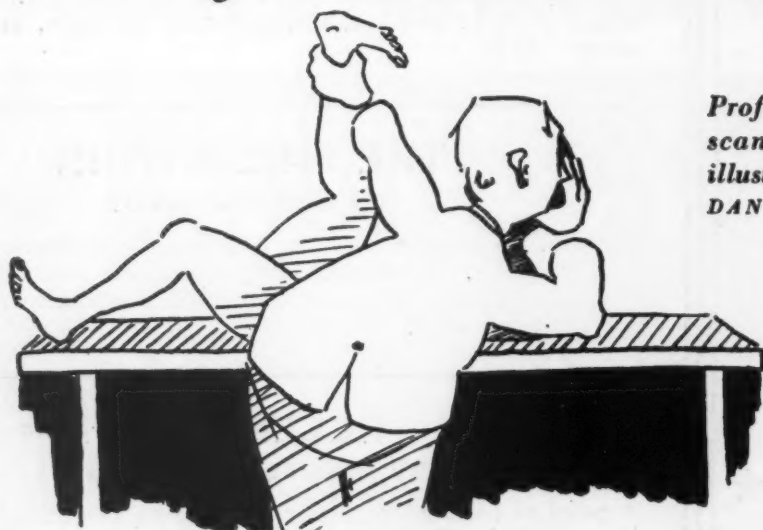
The keen, witty, and brilliant novel by which M. Maurois first made his reputation. A kind, yet satirical revelation of the English to the French, and vice versa, through the chat of Colonel Bramble with a French officer. With a new introduction by Brand Whitlock. \$2.50

BOOKS ★

D. APPLETON AND COMPANY - Publishers
35 WEST 32nd STREET, NEW YORK

*The Ryerson Press, Queen & John Sts., Toronto, Ont.,
handles the Appleton trade line in Canada.*

Here's the Dollar "Humorous" for 1930!



Profusely and
scandalously
illustrated by
DAN LAYMAN

"I'll redouble"

DR. FISHBEIN'S uproarious comedy of the medical profession is hilarious burlesque and excellent entertainment, with a more than half-serious meaning. For everyone who knows a doctor, or suffers from one, or has one in the family, *Doctors and Specialists* is reading sublime and the gift supreme. And the illustrations! By the Gall of St. Fee but they'll split your sides!

Dr. Morris Fishbein, popular author, and editor of the *Journal of the American Medical Association*, writes with hearty, contagious humor. He is death on quacks and poison to the pompous. His urologists, psychiatrists, optometrists, and nosey little roentgenologists parade before us with all their theatrical settings; and the revue is polished off with *A Doctor's Litany* plus some rollicking stories, anecdotes, and shall we say garden variety jokes. Read 'em and split.

DOCTORS *and* SPECIALISTS

*A Medical Revue with a Prologue
and a Great Many Scenes*

By MORRIS FISHBEIN, M. D.

\$1.00

Ready July 31

BOBBS-MERRILL

DISAPPEARS

Famous Journalist Missing from Castle Gay

Last Seen By John Buchan, M.P.

PRACTICES DAY ON CHARGE
practicing Without License.

HOOVER CHAM RAD
Makes phone Mont

PORTAWAY SCOTLAND.—With parties of Scotch villagers out beating the moors in the vicinity of Castle Gay, and the offices of Craw publications in London still resolutely silent, it became definitely certain today that Thomas Carlyle Craw has been missing from Castle Gay since last Thursday. Rumors of strange doings at the castle have persisted. Mysterious visitors have arrived in motors with drawn blinds. The gate to the drive has been

CASTLE GAY

Here, as in 'Huntingtower,' Stevenson stands at Buchan's elbow; and here again is an adventure story that carries the reader along at breakneck pace to the last page.

JOHN BUCHAN

*August
twenty
seven*

*Price
two
fifty*

Buchan at his Best in CASTLE GAY

You'll like it
Your customers will like it.

Houghton Mifflin Company

JULY 24

JULY 24



The LAST FULL MEASURE

by HONORÉ W. MORROW

Author of Forever Free, With Malice Toward None, etc.

The large reading public that Honoré W. Morrow has built up with her two Lincoln novels: *Forever Free* and *With Malice Toward None* are eagerly awaiting this final novel. In *The Last Full Measure*, Mrs. Morrow completes the dramatic life story of Abraham Lincoln.

This is the best of her Lincoln novels: the most exciting in plot—the most dramatic in historical interest. \$2.50

HINDENBURG

The Man and the Legend

by MARGARET GOLDSMITH
& FREDERICK VOIGT

The biography of Hindenburg—called back twice from retirement at the end of an Army career; once to command the German Army in defense of Imperialist Germany, as personified by the Kaiser, and again to be President of the German Republic that destroyed that Imperialism and sent the Kaiser into exile. The secret of Hindenburg's extraordinary rise is in this book. *Illustrated.* \$3.50



MURDER *through the* WINDOW

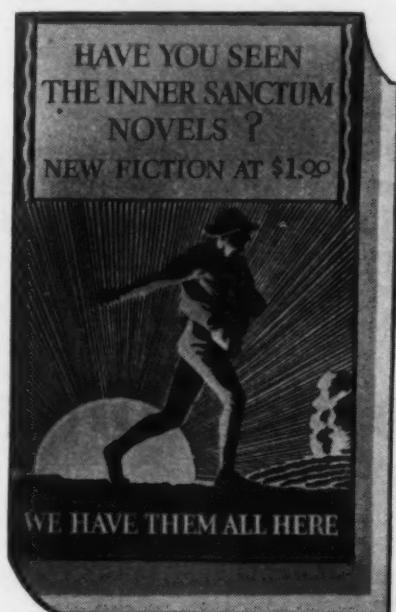
by FRANCIS EVERTON

An unusual Scotland Yard detective story with all the excitement and interest that one could wish for. \$2.00





WILLIAM MORROW & CO. 386 Fourth Avenue New York


from THE INNER SANCTUM of
SIMON and SCHUSTER
Publishers • 386 Fourth Avenue • New York



Reproduction of *Inner Sanctum* Novel window display made by MICHAEL GROSS

 The third right hand page of *Publishers' Weekly* (which LOUIS GREENE reserved for announcements from *The Inner Sanctum* some three years ago) has these past few weeks been teeming with manifestos anent *The Inner Sanctum Dollar Novels*.

 One might believe that *Essandess* were publishing nothing else this Autumn. The truth of the matter is that the problem of Telling All about this new venture has been so absorbing that Your Correspondent has neglected mentioning the forthcoming opuses by GEORGE GERSHWIN, WILLIAM BOLITHO, JOHN COWPER POWYS, RIPLEY, and eight or ten—knock on wood—dark horses.

 The past few weeks have been consecrated 76% to *The Inner Sanctum Novels*. Some of the items that have engaged us are:

—Fixing up window display material with old MIKE GROSS.

—Writing and wiring to W. L. DWIGGINS on final matters of typographic style.

—Writing copy and making layouts for full page ads.


—Preparing circular material.


—Getting advance orders from New York booksellers, some of whom amazed the Sales Department with astoundingly large orders, and some of whom seem convinced that *The Inner Sanctum Novels* will Ruin The Profession.

—Ordering paper.

—Presenting the proposition from the merchandising angle via mail to booksellers outside of New York . . . and a plea is hereby registered for Close Attention to these letters.

—Sending advance copies to Important Personages for opinions on the venture.


 Your Correspondent can not predict that this venture will be an unqualified 100% success. All that can be said is that nothing is being left undone to make it one. If *The Inner Sanctum Novels* don't succeed, then we have simply once more missed our guess—a guess incidentally based on a couple of years of itemizing Pros and Cons mentally and in black and white.

 The roving member of *The Inner Sanctum* has been relaying memoranda from his European trip. Everyone who has sold or read a copy of *All Quiet* will be interested in an extract from the latest letter:

"I met Remarque in Berlin, and it was a delightful experience. Naturally I went as a friend and human being—not as a publisher. I was shy about seeing him, but the agent (who incidentally is already sporting a great big Cadillac sedan) asked me to go up to his house and meet his pal.

"Tell our friends at The Book of The Month Club that the pictures of Remarque which they made famous in their advertisements bear not the slightest resemblance to the man. That photograph suggested a grim, dark, shadowy face, and a concentrated stare confronting all the miseries of mankind. Instead I beheld a rosy-cheeked lad in his twenties, small, quick, genial and smiling. He speaks not a word of English. The principal topic of our brief discussion was the dog he had just lost. He is heart-broken, and has all the newspapers, publishers and detectives of the Reich working on the case.

"I saw Remarque for only a few minutes, but heard a great deal about him. Despite the earlier publicity about *All Quiet* being his first and last work, he is definitely committed to a writing career. That and high-speed motoring are his principal interests. *All Quiet* is now in 27 foreign translations, and total sales are beyond 3,000,000 copies. Remarque has already netted beyond (figure is omitted purposely) and the income is mounting steadily because of movie revenue which is on a royalty basis."

 All of which brings us no closer to *The Inner Sanctum's* Fall non-fiction, but strikes Your Correspondent as more interesting this particular Monday morning than even the BAKER AND TAYLOR advance order for *I Am Jonathan Scrivener*.

—ESSANDESS.

Worth-While Profits

For You

Here are three books, two priced at \$4.00 and one at \$3.50 that are selling steadily. They are giving readers their moneys' worth and will give YOU quick turnover on your money and a decidedly worth-while profit on every copy sold. Be sure you have enough copies in stock to prominently display each title, and thus "cash in" fully on the extensive advertising we are doing in "The Literary Digest" and other publications.

The Personality of a House

By Emily Post

"Mrs. Post puts as much personality into her book as she wants her readers to make evident in their homes. It deals with matters that have been written about by scores of architects and decorators, but it is wholly unlike any of them, in a class by itself. To read it is very much like sitting tete-a-tete with a gracious woman whose mind and heart are full of knowledge and wisdom and happy experience in the making of beautiful homes, while she talks about the means and methods and materials by which the home can be rendered beautiful and livable and welcoming."—*New York Times Book Review*.

Cloth, \$4.00; Full Leather, \$7.50

Individuality and Clothes

By Margaret Story

"This clever, suggestive study is something far beyond a mere glorified fashion book. Everything pertaining to the detail of costume is discussed by Mrs. Story with intelligence, with a revealing understanding of her subject, and with a charming friendliness of approach to her reader."—*Daily Courant, Hartford, Conn.*

Cloth, \$3.50

The Mind at Mischief

By Dr. Wm. S. Sadler

"Many people will find Dr. Sadler's 'The Mind at Mischief' of tremendous personal help, and every one will find it interesting and profitable reading. It is sound, up-to-date, fad free, and deals with vital personal and social situations."—*Donald H. Laird, Ph. D., Sci. D., Director, Colgate Psychological Laboratory.*

Cloth, \$4.00

FUNK & WAGNALLS COMPANY
354-360 FOURTH AVENUE NEW YORK, N. Y.

A RECORD and A PROMISE

FIVE Viking books are showing extraordinary sales activity in a dull season. We determined that, *because* of slow business and the unsettled conditions of the book trade, we would advertise these titles with greater expenditures than ever before. This program has more than justified itself. These five books are successes:

LAMENTS FOR THE LIVING

by Dorothy Parker

4TH LARGE PRINTING

THE GREAT MEADOW

by Elizabeth Madox Roberts

IN ITS 90TH THOUSAND

THE POWER AND SECRET OF THE JESUITS

by René Fülöp-Miller

2ND LARGE PRINTING

WOODEN SWORDS

by Jacques Deval

IN ITS 80TH THOUSAND

SWEET MAN

by Gilmore Millen

3RD LARGE PRINTING

And for the coming months—



THESE IMPORTANT BOOKS

on our forthcoming list, and others like them in our new catalogue, will be pushed with the same energy and the same plus-expenditure that made best-sellers of the five titles on the preceding page. You can count on these books to bring you business whether times are good or bad. We ask your co-operation, on the strength of our record, for the strongest list we have ever offered:

JULY and AUGUST

(A continuation of the same summer list that brought you *Laments*, *Sweet Man*, and *Wooden Swords*.)

JOSEPH FOUCHÉ

THE PORTRAIT OF A POLITICIAN

by Stefan Zweig

A brilliant biography of the millionaire spy whom Napoleon called "the perfect traitor." \$3.50. *August 8.*

THE TRIUMPHANT FOOTMAN

by Edith Olivier

The sprightly tale of the gay deceiver of the gay nineties—a Gilbert and Sullivan kind of novel. \$2.50.

REVELATION

by André Birabeau

A powerful and beautifully written story of a mother's discovery that her son is different from normal men. \$2.50.

And now for the Fall list



FALL HEADLINERS

These and the ones on the next page are the books that we'll push for big sales.

FICTION

SUCCESS

by Lion Feuchtwanger

A modern historical novel and, to our way of thinking, even finer than *Power*. Two vols., boxed. \$5.00. *October 18.*

CLAUDIA

by Arnold Zweig

This older book of Zweig's (not to be confused with forthcoming volumes in the *Grischa* series) shows him to be equally the master in writing a modern love story. \$2.50. *November 2.*

THE SHORT STORIES OF SAKI

An omnibus volume (five books in one), at the amazingly low price of \$3.00. Need we say more? *October 4.*

NON-FICTION

THE UNITED STATES OF EUROPE

by Édouard Herriot

Undoubtedly the most important *news* book of the year—a keen study of the greatest issue facing the international world today by a fine writer and statesman. \$3.50. *November 2.*

EDUCATION OF A PRINCESS

by Marie, Grand Duchess of Russia

One of the last of the Romanovs tells the story of her life and through it the life of Twentieth Century Russia . . . a human document as exciting and colorful as *Rasputin*.

Illustrated. \$5.00. *September 19.*

[over]



NON-FICTION—Continued

SWIFT

by Carl Van Doren

"Jonathan Swift is the Moby Dick among men of letters," says Carl Van Doren, and we need only add that Mr. Van Doren is his Melville in this outstandingly fine biography. \$3.00. *October 4.*

THE LIVES OF A BENGAL LANCER

by Major F. Yeats-Brown

He lived a score of lives—each one a glorious adventure—and his book is every man's dream of glamorous action come true. The mystery of India, its lure and its secrets, are revealed by a literary soldier of fortune. \$3.00. *September 6.*

DEALER'S CHOICE

Text by Franklin P. Adams (F.P.A.)

Caricatures by William Auerbach-Levy

The laughing saga of "those who go down to see with chips," a glorification of the glorious game of poker and its adherents—from Charles Chaplin to Irving Berlin. A chance for a really big fad-sale. \$2.00. *October 4.*

ANIMAL CHILDREN and HUMAN CHILDREN

by Paul Eipper

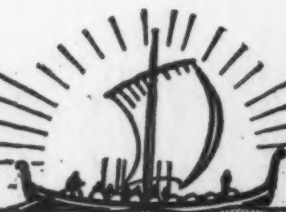
Two new books by the author of *Animals Looking At You* and by the same photographer, Hedda Walther. Sales looking at you. \$2.00 each, or two vols., boxed, \$4.00. *October 18.*

*Send for our fall catalog to give you fuller information
about these titles, and about seven others,
equally important in their class.*

THE VIKING PRESS, INC.

18 East 48th Street

New York City



\$25.⁰⁰₀₀
CASH

will be paid for the best letter from any bookseller received prior to August the 15th, 1930, dealing in any way whatever with the following facts:

On July 11th I Published

A ROUMANIAN DIARY by HANS CAROSSA

The reasons for my publishing this book were well summed up on July 13th by S. T. Williamson in the *New York Times Book Review* who said:

"It is worth turning to reach Hans Carossa's "Roumanian Diary", which was generously praised when it appeared in England. It is a work of art. Imagination, understanding, a gift of selection and a quiet sort of genius have gone into it. It does not belong to the boom-boom school of war book . . . It may not reach Hollywood. The tabloids will never see it . . .

"The book begins with the random thoughts of a cultured, sensitive somewhat mystical army surgeon. In the simple, almost subdued phrases of the true naturalist he describes the life around him . . . Our German doctor has style. The surgeon has the insight of a poet.

"More than craftsmanship has gone into this mystic diary. But craftsmanship of a high order was necessary to make it intelligible. A hack translation would have ruined it, but Dr. Carossa's genius is echoed by the skill of Agnes Neill Scott, the translator who has put the book into singing English prose."

Carossa is an author of acknowledged distinction in Europe. My six salesmen told the story of his book from coast to coast. The jacket carried four magnificent criticisms from European critics and yet *the total sale prior to publication was 273 copies.*

Everything I think of the book, everything said by Mr. Williamson indicates that this is a book that will appeal to that very considerable body of American readers that is quick to recognize and demand the best. Do the booksellers of this country know of only 273 such people or do they class any book of this kind, whatever its quality, as "just another war book?" Is the bookseller giving the public a fair chance to obtain the best or am I publishing such books in vain?

Price \$2.50

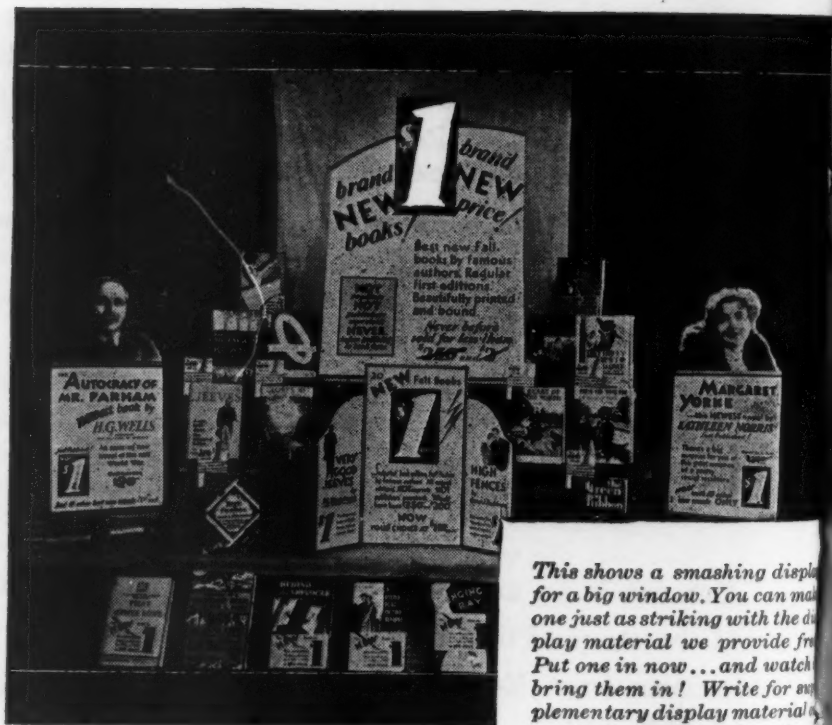
Alfred A. Knopf



ALFRED · A · KNOPF · 730 Fifth Ave., N. Y.

Immediately...a Mighty Sweep for the NEW

Coming
July 25th
...15 More
NEW Titles



This shows a smashing display for a big window. You can make one just as striking with the display material we provide free. Put one in now...and watch it bring them in! Write for complementary display material and the books out July 25th.

APRIL FOOLS by Compton Mackenzie. A comedy as delightful and pointed as *The Poor Relations*.

GIANTS' BREAD published under the pen-name "Mary Westmacott" by the author of half a dozen best-sellers. She wants it judged on its own merit.

LOVEJOY by Beatrice Burton. About the Jazz Age and a romance that survived smart set life.

I LIVED THIS STORY Campus prize novel by Betty White. The low-down on Sorority life at a co-ed college.

SON OF THE FORESTS The thrilling personal story of his life, by James Oliver Curwood.

WEST OF FIFTH Catherine Brady tells of a girl press agent and lays bare the glamour of New York life.

SANDERS OF THE RIVER Edgar Wallace in a new vein, adventure in the African Jungle.

Rutledge Trails the Ace of Spades William MacLeod Raine writes of murder on the Texas trail.

Crime Club

THE LINK by Philip MacDonald, author of *The Noose*. The Crime Club SELECTION for August.

THE DAY THE WORLD ENDED by Sax Rohmer, creator of

Fu Manchu. A sinister genius plans to destroy the world.

TO BE HANGED by Bruce Hamilton. Real suspense...under the shadow of the gallows.

HALF-MAST MURDER Milward Kennedy lays all the clues before the reader.

SEEDS OF MURDER by Van Wyck Mason. Gay house party of fear-stricken rout.

INSPECTOR FROST In the City by Maynard Smith. Ingenious, closely worked plot, dry humor.

The Affair of the Gallows Trail by Stephen Chalmers. Murder and treachery in the California hills.

Pop of Popularity



Doubleday, Doran
and Crime Club
Books!

Here's what it means to YOU!

First of all the new Doubleday, Doran price policy means *volume sale* in a period usually dull. "We are having splendid success with the Doubleday, Doran Dollar Books," says an enthusiastic letter from Mr. Harvey of *Pomeroy's*. "Frankly, they have helped us pull up nicely on this month and we have sold more than four times the number of books at One Dollar than we would have sold of the same titles at \$2 and \$2.50."

Mr. Duckett of *John V. Sheenan & Co.* writes, "I believe that your new dollar books are going to have a decided place in the retail trade without upsetting things as much as the booksellers thought they would."

The immediate success of this movement to popularize the reading of New Fiction presents a great opportunity for

booksellers. With these books as a "leader," you can get people into your store who would never have come in before. Be sure to use the display material we have provided for your window and store. Special displays on the July 25th titles will be ready shortly.

Many alert stores have used local advertising to good advantage. Hochschild, Kohn & Co., of Baltimore, ran an ad which they say "certainly sold 350 books over a week's time."

"In a recent article in *Publishers' Weekly*, Frank Stevens said, "I believe firmly that the retailer has the best chance to make money by playing the price cut." Display . . . advertise . . . push these New Dollar Novels for profitable big-volume sales!

DOUBLEDAY, DORAN

Garden City, N. Y.

— and Worth It

Autobiography

Will James

has written and illustrated his amazing autobiography, **LONE COWBOY, THE STORY OF MY LIFE**. With over 60 of Will James's best drawings. \$2.75

Forsyte Stories

John Galsworthy

picks up the lives of the Forsytes again in a volume of nineteen short stories that will be wanted by every reader of "The Forsyte Saga" and "A Modern Comedy." It is called **ON FORSYTE 'CHANGE**, and sells for \$2.50

A Novel of Modern Society

Struthers Burt

in his new novel, **FESTIVAL**, tells a story of modern society that exceeds in brilliancy of dialogue and movement of plot his popular "The Interpreter's House" and "The Delectable Mountains." \$2.00

Omnibus Volume

Arthur Train

gathers all the leading episodes of his famous character, Mr. Tutt, into one huge "omnibus book" called **THE ADVENTURES OF EPHRAIM TUTT**. \$2.50

A New Illustrated Classic

The Story of Roland

James Baldwin's famous retelling of the immortal tale of Roland and Oliver now is added to the Scribner \$2.50 Series of Illustrated Classics. With illustrations in color by Peter Hurd. \$2.50

Mystery

S. S. Van Dine

in **THE SCARAB MURDER CASE** again leads the fiction lists and is due for a long, successful autumn and winter sale. \$2.00

Contract Bridge

Harold S. Vanderbilt

the international authority, has revised and re-edited his famous **CONTRACT BRIDGE**. Really a new book, with all the latest developments. \$2.50

Four best sellers in one-dollar editions

THE AMERICANIZATION OF EDWARD BOK, by Edward Bok; **SMOKY**, by Will James; **FROM IMMIGRANT TO INVENTOR**, by Michael Pupin; and **MY MUSICAL LIFE**, by Walter Damrosch.

**LEADING FALL AND WINTER PUBLICATIONS OF
CHARLES SCRIBNER'S SONS, NEW YORK**

— and Worth It

Contemporary History

Mark Sullivan

has completed the long-awaited PRE-WAR AMERICA, the third complete book of "Our Times." Gorgeous text and hundreds of illustrations. \$5.00

World Affairs

Winston Churchill's

Volume of REMINISCENCES (definite title to be announced later) tells the story of the first thirty-five years of his life. It is packed with action, personalities and brilliant writing. Probably \$3.50

Biography

Capt. John W. Thomason

writes and illustrates the first biography of JEB STUART, the great cavalry leader of the Civil War. A stirring, dramatic story with superb drawings by the author. Probably \$3.50

Historical Romance

Frank H. Spearman

writes SPANISH LOVER, a novel of Don Juan of Austria "going to the war" that is the best novel of chivalry and adventure since Conan Doyle's "The White Company." \$2.00

For Younger Readers

N. C. Wyeth's

illustrations in full color are the feature of the new edition of Philip A. Rollins's famous story of the old West, JINGLEBOB. \$2.50

Parody

John Riddell

also notorious as Corey Ford, presents an uproarious burlesque of Philo Vance and all the literary lights and near-lights in THE JOHN RIDDELL MURDER CASE. With illustrations by Covarrubias. \$2.00

Poetry

Conrad Aiken

winner of the Pulitzer Poetry Prize for 1929, writes his first volume of new poetry since 1925 in JOHN DETH AND OTHER POEMS. Probably \$2.50

Philosophy

George Santayana

reveals the most crucial portion of his æsthetic philosophy in THE REALM OF MATTER. \$3.50

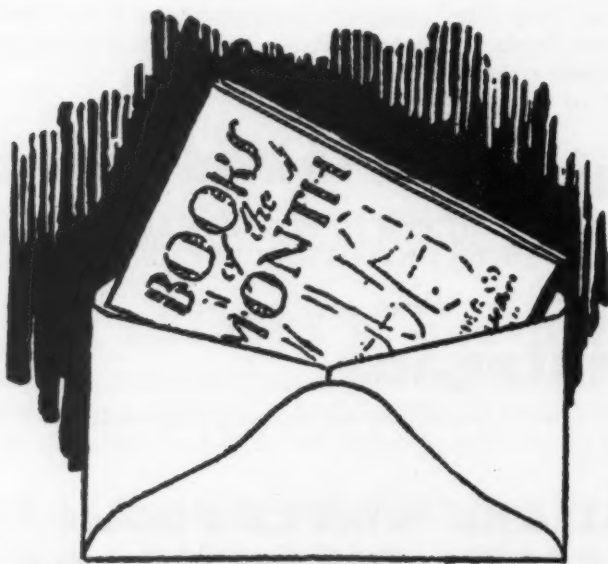
**LEADING FALL AND WINTER PUBLICATIONS OF
CHARLES SCRIBNER'S SONS, NEW YORK**

Who Owes You Money?

Why, the people who were your customers—and perhaps are. When you send them bills, statements, letters why not enclose a courteous, dignified bid for continued business relations?

Such a courteous invitation is provided in the monthly booklist of new books BOOKS OF THE MONTH, a complete picture of the attractive new books. Such a booklist is your courtesy card always well worth enclosing with bills and statements. Write for imprinted quantity rates.

R. R. BOWKER 62 W. 45th Street NEW YORK





SALPA **a revolutionary leather product**

*"tanned-in-the-fibre"**

IN THE few months since its introduction to American leather users, Salpa has created unusual interest by its remarkable characteristics and qualities. Though it is to be had in rolls or sheets up to 64 inches wide, in any practical length, and in all the usual thicknesses, it is like ordinary leathers in the other characteristics of appearance, feel and smell. In some respects it is superior, such as its resistance to scuffing.

Salpa owes its quality to leather. The patented manufacturing process makes use of new leather cuttings or trimmings, which comprise the basic and by far the principal material used. These cuttings are reduced into their constituent fibres, which are subjected to a de-tanning process. The fibres are then re-tanned, and as each individual fibre is acted upon by the tanning fluid, unusual uniformity

is the result. The fibres next are "re-hided*" (or recombined) and Salpa is ready to receive any of the usual leather finishes.

Savings of 10% to 50% are being realized by Salpa users in many different trades. Such savings arise chiefly from economies in cutting, reducing waste to a minimum. Salpa is free from grub holes, scratches, or other customary imperfections, and is uniform in color, finish, thickness and quality. Using a motor-driven knife, patterns can be cut from it in layers. Salpa is usable alone or in combination with leathers in all the usual leather working processes.

When Binding Books

Salpa is remarkably suited to the pasting and stamping processes in binding books, and is now being used by a number of binders and publishers with interesting results in appearance as well as economy. Flexible covers and looseleaf binders also are perfectly made of Salpa, which has great resistance to the abrasion of constant use. Samples suitable for book binding will be sent on request. American Salpa Corporation, 261 Fifth Avenue, New York City.

* Copyright, 1930, American Salpa Corporation.

THE NEW NOVEL BY THE AUTHOR OF "EX-WIFE"

STRANGERS MAY KISS

\$2.00

**Aug-
4th**

BY URSULA PARROTT

ELIZABETH loved and lived with a man who wouldn't marry, and married a man she couldn't love—the story of countless young lives today. A longer and better novel than "Ex-Wife", "Strangers May Kiss" will be your summer and fall best seller. The motion picture rights have already been sold.

JONATHAN CAPE & HARRISON SMITH

NEW YORK, N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JULY 19, 1930

Staples in Bookselling

Dorothea Lawrance Mann

No Matter How Low a Business Year Seems to Be There Are Many Tried Books Which Go On Steadily Selling. Among These Are Such Works as Jane Addams' "Twenty Years at Hull House," James Stephens' "Crock of Gold," "Alice in Wonderland," "The Dutch Twins," Willa Cather's "My Antonia"

THIS year 1929-1930 has been a black year. Students of economics may look back upon it with interest but it is a year which many persons will be glad to forget, as they gladly forget all periods of depression and panic. In the past, periods of financial depression have not seemed to affect the book business—possibly because when the public had less money for other pleasures, they found more money and leisure for books. This year the book business has felt the depression along with other businesses, and bookmen have joined in the general chorus of "Business is rotten."

One does not, of course, question the fact that business is bad and that there are disappointments in plenty for authors and publishers and booksellers. Scores of new books are doing practically nothing at all. The average person wonders what the future holds. Will books be cheaper in consequence or more expensive? Will it mean that books will be better, because publishers will be less willing to risk their money on a book of doubtful value? Will authors realize that they must do better than their best in order to succeed? In times of prosperity, when money came easily, many books were purchased very casually. In times of business depression, when people must count the

cost of what they buy, book buyers are apt to consider more carefully whether any given book is the book they really want to own.

But do books sell and why and how do they sell? The average person thinking of books thinks of the new novels and biographies, the books which shout at one from the advertisements. It does not occur to them that these are not always the money-makers, or that if these books do little, there still remains a book business, the figures of which are frequently startling to consider. There must be publishing firms which will suffer badly when the new books are not selling, but there are other firms with plenty of books on their lists which will tide them through far more serious periods than this of 1929-1930.

A new book must sell five thousand copies, we are told, before its publishers begin to make any money from it. The difficulty of the first novel is getting beyond this first five thousand. Yet it is possible to go to one after another of the larger and older houses and ask the question of whether they have books which can be relied upon to sell five thousand copies a year, and be looked upon with a genuinely pitying gaze as you are told that they have so many books on their lists which sell five thousand copies a year that it would be

a tedious task to start enumerating them. The five-thousand-a-year books are scarcely to be mentioned among a publishing house's valuable properties. These are just literally the bread-and-butter books of a successful publishing house. The gold-mines to which every publisher looks with respect are the books which sell many thousands each year, often quiet little books which seem to make no noise at all, which go on quietly, steadily, year after year. *Houghton Mifflin* has a little book called "The Runner's Bible" which goes on selling five or six thousand copies a year without ostentation of any kind. *Little, Brown* has a book of quotations called "Daily Strength for Daily Needs" which pursues just such a steady prosperous career.

We are frequently told that the days have gone by when people collect series of books, and when nearly every household could be relied upon to stock its library with editions of the poets. Yet as a matter of fact the Cambridge poets alone probably net their publishers as much or more a year than many a small firm makes from its entire list. Longfellow is still the largest seller and about thirty per cent of his work is still in copyright. Tennyson comes next in point of popularity.

The actual size of the sales of some of these bread-and-butter books can always come as a surprise. There is *Houghton Mifflin's* famous Twin series of books for children. Over one million five hundred thousand copies of these Twin books have been sold and they are still pursuing their triumphant course. "The Dutch Twins," the earliest volume of the series and the most famous, still sells about 3500 copies a year in the regular edition and about 75,000 in the educational edition. About 25,000 copies a year of the various Kate Douglas Wiggin books are sold. Willa Cather's "My Antonia" is by no means a new book and yet it has an astonishing yearly sale. As a matter of strict fact books are seldom bought just because they are cheap. If people want a book, the price seldom seems to stop their purchase. About 1,500 sets of Beveridge's *Marshall*, which was a \$20 book, have been sold to date.

Houghton Mifflin has a great number of these large sellers. Cabot's "What Men Live By" has had a total sale of around 80,000 copies and the "Life of Alice Free-

man Palmer" has done about equally well. Abbie Farwell Brown's story, "The Lonesomest Doll" has sold about 75,000 copies. "The Story of a Bad Boy" and "Peterkin Papers" have each sold already about 25,000 copies in the new Riverside Edition alone. "The Education of Henry Adams" has been a continuing big seller. Mary Antin's "The Promised Land" is another very profitable book, while John Muir, Enos Mills and Dr. Grenfell continue to be extremely popular authors.

Scribner also has many books which have shown substantial sales over a long period of years. There are Mary Mapes Dodge's "Hans Brinker" (1865), Thomas Nelson Page's "In Ole Virginia" (1887), Baldwin's "Story of Roland" (1882), Dan Beard's "American Boy's Handbook" (1883), Mrs. Burnett's "Little Lord Fauntleroy" (1886), Frank R. Stockton's "The Lady or the Tiger" (1887), Howard Pyle's "Robin Hood" (1883), John Fox Jr.'s "The Little Shepherd of Kingdom Come" (1903), Kenneth Graham's "Wind in the Willows" (1908), Barrie's "Peter Pan" (1902) and Stevenson's "Treasure Island" which has been a best seller in all editions since its publication in 1905.

Macmillan is another house which has many books on its list which can be relied upon to sell, sometimes many thousand a year, and always to have a very gratifying annual sale. Among them are such books as Jane Addams' "Twenty Years at Hull House," Jessie Bancroft's "Games for the Playground, Home, School and Gymnasium," Edgar Lee Masters' "Spoon River Anthology," James Stephens' "The Crock of Gold," the collected poems of Tennyson, Browning, Masfield, and Edwin Arlington Robinson, and more especially Jack London's "The Call of the Wild" and Owen Wister's "The Virginian" are very large sellers which seem to lose none of their popularity with the years. Among the juveniles "Aesop's Fables" and "Alice in Wonderland" and "Through the Looking Glass" belong in this gold-mine class.

Lippincott mentions among the books on their list which have sold consistently, year in, year out, since they were first published: Furness' "Variorum Edition of Shakespeare" and Bigelow's "Life of Ben-

jamin Franklin," Paul Leicester Ford's "George Washington," Harold D. Eberlein's books in their practical series, Marie Correlli's "Barabbas" and "The Sorrows of Satan" and the Misses Warner's "Wide, Wide World."

These books are fairly representative of the books on a general list which make a publishing house face periods of depression with equanimity. There are, however, many fields of books whose popularity is not dependent on the condition of the stock market. The juvenile field should perhaps be stressed further since it is a well-known fact that a successful juvenile can be even better than an old-age pension for its author and publisher. Juvenile writers as a rule receive far less publicity than writers of novels, so it is something of a surprise to realize that Eva March Tappan who died this last winter and who was the author of a long list of books for boys and girls, at one time used to receive the largest royalty checks of any author on the *Houghton Mifflin* list.

Many religious books have a large sale, as well as books of inspiration, and books on subjects of health, if they are successful at all, are likely to prove very successful. The new Prayer Book has been a boon in a year of financial depression. Then there are guide books, which if they prove popular, are fairly certain to be large steady sellers. "The Satchel Guide" is a book which sells about five thousand copies a year, while Clara Laughlin's series of guide books are splendid steady sellers.

The day may well have gone by when we shall have big sales for books recording the exploits of individual fliers, but there is a steadily increasing sale for technical books on aviation. Men and boys and even women are demanding these books. The elementary books on the subject are dying out, but the technical books must be kept strictly up to date. Indeed purchasers of aviation books are becoming more and more critical in this matter. A book two years old—unless revised carefully—has little chance of selling. The very latest ideas are wanted and the tendency of book buyers is to be even ahead of the books in their demands. Books on airplane engines, on air navigation and meteorology, do exceedingly well and the cost of the book is apparently no item at all to the purchaser.

The matter of the textbook falls out-

side the matter of general books, for the sales of textbooks to schools and colleges put into the shade all figures for general books. The question of business books however is an increasingly important one, since business books are the tools of a man's trade in many of the professions, and their sales are amazingly large. This is especially true when we consider the fact that so many important technical and business books are high-priced books. *McGraw-Hill* for instance published a book called "Atoms, Molecules and Quanta" which would seem to be a book of interest only to so very limited a number of people—especially since it was a seven dollar book—that its sales would be small. Yet this book sold one thousand copies in the first six weeks of its existence! *McGraw-Hill* have a book called "American Machinist's Handbook" by Colvin and Stanley, of which they have sold 235,000 copies, though it is a four-dollar book. It is part of the repair kit of every division of the army and 40,000 copies were sold in 1918 alone. They have a three dollar book on "Engineering Drawing" by Thomas E. French which was first published in 1911, of which 273,000 copies have been sold. They have also sold over 100,000 copies of Professor Lionel S. Marks' "Mechanical Engineer's Handbook" which sells for six dollars, and over 100,000 copies of the "Standard Handbook of Electrical Engineers" which is also a six dollar book.

These books which *McGraw-Hill* publish are technical books and exceedingly valuable to their purchasers, but they serve nonetheless to emphasize the fact that the sale of books does not depend upon their low price, but that whenever a book is published which serves its especial end successfully, it does not lack a sale. Indeed so little pessimistic about the book business is Martin M. Foss, President of the *McGraw-Hill* Book Company, that at this very time when we have been hearing so much of the disappointments of the book business, he is establishing a department for general books, believing that here, as in the case of the technical book, it is possible to secure a list of books which will sell because they will be books which the public will want to buy.

If a book is one which the public wants, neither its price nor the financial depression of the country seems to affect its sale!

Literature and Lumber

Salone Ellis

ALMOST no one would associate literature with lumber. Almost no one ever did; except Anna Blom, of the "Bookshop" in Aberdeen, Washington. Aberdeen, the gateway to the Olympic Peninsula, is the largest lumber port in the world.

Back in 1922 Anna opened her bookshop on a capital of thirty-five dollars, which she had borrowed on account, and about fifty volumes from her own private library. Left to make her own way and with two small children, Anna's friends insisted it was madness for her to believe she could sell books in a logging town. Anna argued that the only reason loggers did not read books was because they had never had the opportunity.

Born in Russia of genteel but poor parents. Anna had been reared in an environment in which books were as plentiful as bread; sometimes more so. Her first earnings were from teaching children in her neighborhood to read and write. Sometimes she taught adults, too. If the loggers of Aberdeen did not know about books, she would teach them.

She made her little shop attractive. And that instinctive curiosity which draws all men to books, and Anna's winning smile brought the loggers to her door. At first they were shy and only lingered outside before the window. Anna invited them in to look about. The big woodsmen

stalked in awkwardly; uneasy in the presence of a woman. Often she served them a cup of tea to make them feel more at home. The kettle was always ready to start boiling over the little gas plate in the back room. This hospitality relieved

the loggers of some of their embarrassment. They glanced over the titles among the rows of books on the shelves and listened to the phonograph as it played some classic tune, as mysteriously fascinating to them as the hidden pages of the books before them. At length, too generous to feel he should go without 'spending some money' a logger asked for a book by Harold Bell Wright, Gene Stratton Porter, or Zane Grey. He had heard of these authors. He had even read Zane Grey.

Anna hesitated. Yes—but had he read Dreiser's lat-

est book? A copy of it was close at hand. The logger flushed. Well, no, he hadn't—Anna handed him the copy. He fumbled through it and was, perhaps, attracted by passages here and there which caught his eye. All right, he would take it. Or if he didn't seem to find Dreiser interesting, Anna brought out books by Tolstoi, Dostoyevsky, Turgenev, or Andreyev. Let it be understood that she is very partial to the Russian masters. Perhaps her customer would enjoy Tolstoi's "War and Peace," or "The Idiot" by Dos-



Anna Blom



The Bookshop of Anna Blom in Aberdeen, Washington, the largest lumber port in the world

toevsky. Of course, he didn't know whether he would or not. But he took a copy of one or the other, partly to be polite to a lady and partly because she had created a desire in him to know what these writers had to tell about the celebrated characters Anna quoted so enthusiastically.

The result was that eventually the loggers were eager to come to her, not only for books to read, but also for advice as to what to read, from among contemporary writers and old masters.

The younger set of Aberdeen began to flock to "The Bookshop." It seemed very smart to have a place in that lumber town where they could congregate and talk of books and literary gossip. Among these were the sons and daughters of the wealthy lumbermen who had or were still attending some of the big Eastern colleges and universities. Whatever the wealthy lumberman had been denied in his earlier years when he was too busy, felling the great

trees of Olympic Forest and marketing them, to lend his time and attention to culture, he has made up to his children. No money has been spared in their education. These young people did all they could to develop Anna's trade.

Now, after seven years, "The Bookshop" has outgrown the little side street upon which it first opened. Anna has moved to larger and more elaborate quarters in the very best business district of Aberdeen. She has twenty-five thousand volumes, including some rare old books and a number of new first editions. The front of the shop is devoted to new books and the lending library but there are also old books in the shop and a charming reading room on the balcony designed in the Russian manner where Anna still serves her famous 'tea.' Local artists are invited to display their talents here and when an especially interesting lecturer comes to Aberdeen, he speaks in Anna Blom's attractive reading room.

Is the Limited Edition the Solution to the Dollar Book Problem?

Frank Stevens

THE phenomenal increase in the sale of "dollar books" has for the time being taken the attention of the retail booktrade away from other problems. The existence of large popular-priced book business is great though it is now suggested that there is a danger of the movement being so strong that the sale of dollar books might dry up the demand for the books in their original editions.

Those of us engaged in retailing books realize that the dollar book demand has been developed because the reprint publishers have marketed large editions of *tested* books. Their margin of profit is so small that they need to be sure of a certain large sale before they can put it on the press. It is all very well for us to sell popular dollar books and think that every book should be published at a dollar, but there are many difficulties to be faced. For years there has been an agitation to have books at lower prices. There is enough internal competition and daring in the publishing business to publish new books at \$1, if there is any strong probability of making a profit.

W. W. Norton has come out with a statement that no more books from his list will be reprinted at a lower price. The primary reason for the statement seemed to be that reprint books did not give the authors enough, as six times as many books had to be sold at \$1 to give the author the same as he would receive at \$3. And at the \$3 price it is possible for the publisher to exploit all of the markets. Mr. Norton was discussing non-fiction of course. There was a lot of meat in Mr. Norton's statement. The higher price is necessary to build up the author's prestige.

The old timers in the book business probably laugh at the worries of the younger members of the book business, as they went through much the same thing with reprint fiction. The demand for fiction by the

magazines is tremendous and most fiction never finds itself in the bookmarket. We all want good novels; but there is no danger of a lack of such material.

The situation for non-fiction is quite different. With very few exceptions non-fiction has to be written by professional men. The search for material and the expense of writing is greater than in the case of non-fiction, though the physical work of writing fiction may be greater than in writing non-fiction, due to the extreme importance of style. A good non-fiction title will often take more than a year to write. This can't be done for some \$2,000. The rewards must be greater than that of a less hazardous occupation. This article lays no claim to being a complete exposition of this phase of the situation.

Dollar Books Should Be Plus Business

The whole book business should look on the reprint business as being *plus* business. If a dollar book is to sell some 20,000 copies it should mean \$1,000 extra for both the author and publisher. It should mean \$20,000 plus business for the retailer. If it means taking away a similar volume from the retailer, it also takes away even more from the author and the original publisher.

The retailer should look on his dollar book business as plus business. It is well to take daily totals of his sales and see if his dollar book and other reprint book business is an actual addition to the total business—or if it is merely supplementary to the total business. If the dollar book business is increasing at the expense of the other it is a bad situation for all concerned. If a retailer sees this happening then it will pay him to get busy and increase his regular business—to give fewer windows to dollar books until his regular business is right.

One thing that must not be done and that is to "trade down" the purchase of the good customer. If a customer usually pays \$5 for a book don't let him buy only \$1 books through the mental laziness, of the salesperson.

The writer would like to see more of the limited popular priced editions. The bargain appeal sells many of the dollar books. Every merchandiser knows the snap of a one day sale—or a limited time offer—when it is genuine. Sandburg's "Lincoln" was issued in a \$3 edition some two and a half years ago. The book was a real bargain and it sold fast just because it was a limited edition as well as a good title. Customers like to procrastinate in buying books. When they are told that an edition is limited they buy promptly instead of waiting.

Not all popular priced reprints could be placed in limited editions they would have to be books for which there is a known demand. One of the great advantages of a limited edition is that it does not mean a permanent sacrifice in lower royalties of profits. A book or an author is popular-

ized and then is removed from the imprint list and kept on the regular publisher's list.

When a book has gone dead on a reprint list it is usually removed from the original publisher's list. Some books that are removed from a reprint house's list because it is not selling up to the minimum required would still have been a profitable book on a regular list if the reprint had not killed it.

Another advantage of a limited edition of a popular book is that it could be timed better. It might for example be the policy of a house not to permit a reprint for two years, but if after a book had been published a year there seemed an opportunity for a quick sale of a large quantity at a lower price—a large limited edition could be rushed through the trade and be all sold before the regular demand for the book had ceased.

The dollar book business is so good as *plus* business that under no circumstance should it become the tail that wags the dog. The limited edition might offer the way out.

Boston Booktrade News

Dale Warren

WILLIAM E. HARRIS bookshop sleuth for the *Transcript*, has unearthed a good anecdote relative to Richard F. Fuller's emporium on Bromfield Street. A librarian for the Far West, he tells me, recently visited the Old Corner Book Store. In the sunshine of California she had heard and read about this famous bookshop. "Where do you have your book talks?" she asked one of the clerks. He told her that the store does not sponsor book talks. "Well, where are your rare books and first editions?" Again the clerk was obliged to tell her that the Old Corner makes no particular or regular display of unusual items. Her amazement, amounting almost to pained surprise, was all too evident. She could not visualize out of her own experience a bookshop which sold reading matter easily, without any high powered publicity.

In the West, concluded Mr. Harris in his column, to read a book is somewhat a new and thrilling experience—an untasted pleasure. Consequently it must be surrounded with a certain ritual of demonstration. The person who does not have to be "sold" the idea of books before buying an individual title is still a comparative rarity in many parts of the country. Western booksellers may differ with this opinion, but it is undoubtedly true that good display, reviews, advertising, word-of-mouth recommendation and an inborn desire to read are productive of book sales in many cases where the most elaborate bookshop promotion is ineffective.



I erroneously stated a few weeks ago that Helen McGlade was the former "Christine Lowell" of the *Atlantic Monthly*. Whereas

Miss McGlade had recourse to this well-known pseudonym while she was manager of the Atlantic Monthly Bookshop, she did not take it with her when she resigned. "Christine Lowell" is as hale and hearty as ever and her personal recommendations as reliable as they have been in the past. If my word is doubted all one has to do is to direct a letter to her at 8 Arlington Street, Boston, Mass., and receive an answer by return mail. Miss McGlade is now established in a mail order and telephone book service at 128 Chestnut Street and reports that she and her assistant Miss Catharine Fassett have had a busy and successful spring season. Signed copies of Conrad Aiken's "Collected Poems" and Virginia Woolf's "A Room of One's Own" have been much in demand and orders are heavy for A. Edward Newton's "Books and Business" and "A Tourist in Spite of Himself." Miss McGlade and Miss Fassett are now in Montreal shopping about for English firsts at reasonable prices.



Catalogs, booklets, pamphlets and recommended lists drift onto my desk like falling leaves in Vallombrosa. First and foremost there is "Books about Boston and New England," published and distributed by the members of the Board of Trade: The Old Corner, Charles E. Lauriat, Jordan Marsh, R. H. White, Goodspeed's, Smith and McCance, DeWolfe and Fiske, W. A. Butterfield, Hall's Book Shop, The Personal Book Shop, and Rochfort's Book Shop. This catalog is designed to meet the needs of Tercentenary visitors and many of the titles recommended are taken from the lists of Little, Brown and Houghton Mifflin as both firms are specializing this year in an unusually wide selection of New England books . . . Norman L. Dodge has prepared for Goodspeed's an unusually graceful and informative "pamphlet concerning books, prints and autographs published for the circulation of news regarding our stock of these commodities" The Dartmouth Bookstore, Inc., offers a folder in which new books are listed and recommended in order of publication date. One who wants news of the "latest" books can do no better than ask to be put on its mailing list. De Wolfe's new catalog includes no less than eleven hundred assorted titles.

One of the best Tercentenary maps to be found in New England bookshops is published by the Graphic History Association. Houghton Mifflin Company is distributing a booklet entitled "Fifty Years of Publishing." It is the complete history of the development of the house's Educational Department.



A definite contribution towards the solution of bookselling problems is offered by Houghton Mifflin Company through a brand new volume, "Books: Their Place in a Democracy," an exhaustive study of the subject made by R. L. Duffus, author of the recent novel, "Tomorrow Never Comes," for the Carnegie Corporation. The chapter headings indicate the scope and range of the book: "America Has a Book," "The First Three Hundred Years," "The Author Dead or Alive," "The General Publisher," "The Jobber and His Job," "Special Ways of Selling Books," "The Book Clubs," "Bargain Counter Books," "The Bookseller," "How Public Libraries Grew," "Some City Libraries," "The Rural Library," "The Geography of Reading," "Books in American Life." Some of the local stores and publishing houses are supplying their employees with copies.



The sale of French books shows no sign of falling into a decline, certainly not at Schoenhof's or at the Librairie Saint-Michel on Summer Street. Schoenhof's patrons are appraised of new titles through a descriptive folder, appropriately called "Vient de Paraître . . . John A. Reed, formerly with De Wolfe and Fiske, has joined the wholesale department of Little, Brown Alice Dixon Bond, whose lecture program keeps her busy all winter, has left for a month in California to visit her literary sister-in-law, Winifred Hawkrigge Dixon. Her only business engagement before her Eastern season opens on October 1, is a lecture in Beverly Hills. "New England Vista" by Walter Prichard Eaton is a new book on the W. A. Wilde list. . . . Each morning Mr. Schumaker of the Judson Press Bookshop arranges on his bulletin board pertinent clippings from the daily papers, thus seeking to build up the knowledge of his clerks in "The World We Live In," his name for this feature.

In and Out of the Corner Office

THE baleful season of summer was given quite sufficient sparkle to carry it without further assistance well into the ever lively fall, by George Palmer Putnam, on Monday last, with his explorers' luncheon at the Barbizon-Plaza. Of course, the event was in honor of Rear Admiral Byrd, but the Commander shared honors with three other authors who are writing books out of their experiences in the Antarctic. The explorer-authors as introduced, were Rear Admiral Byrd, who is writing "Little America" to be published early this fall; Paul Siple, the Boy Scout chosen from all of them to go on the expedition, who is writing "A Boy Scout With Byrd," also to be published in the fall; Professor Laurence Gould who is producing the scientific record in four volumes, and Russell Owen, the *Times* representative whose daily stories kept the world informed, who will write a volume of high adventure telling of the men and two years' life at the polar base. Mr. Putnam, as host, had the rare opportunity of introducing four distinguished authors whose books will shortly enrich the lists of his firm. ❀ ❀ ❀

Ernestine Evans has joined the editorial staff of the J. B. Lippincott company. Miss Evans has been for the past two years editorial advisor to Coward-McCann. As associate editor she will have an office in New York, the office address to be announced later. Miss Evans was connected for a number of years with the New York *Herald Tribune*, *Christian Science Monitor*, *London Chronicle* and other papers. She edited two literary supplements for the *New Republic* on Young People's reading and is known as an authority on children's books. ❀ ❀ ❀

William G. Taylor, director of J. M. Dent & Sons of London, is visiting Canada and America, his first trip across the Atlantic. Talking informally about books and reading, when he was in New York last week, Mr. Taylor said "Ours is one of the few industries which can sincerely say it is maintained for the public good. Surely no one is harmed by reading, and

many are helped. The very least a book can do for a man is to increase his vocabulary, and it almost always does much more than that. If a reader insists on reading salacious books, it is certain to be because he has a predisposition to do so." ❀ ❀ ❀

Doris Peel, author of a first novel "Children of the Wind" which was much praised, has been visiting the corner office recently. Her new novel "Five on Parade" has just been delivered to her publisher. Miss Peel is to have a short story in the next "American Caravan." ❀ ❀ ❀

Marion Dodd, of the Hampshire Bookshop, who is giving a course at Columbia this summer, commutes, she tells us, to her shop in Northampton. She leaves New York every Friday night and is back for her class Monday morning. ❀ ❀ ❀

Curtis Brown, head of Curtis-Brown Ltd. of London and New York, has come to America and gone fishing. He may stop in New York briefly on his way back from the Canadian woods. ❀ ❀ ❀

Polly Street and Helen Fish of Stokes and Bertha Gunterman came back on the *Britannic* when it made its maiden voyage last week. ❀ ❀ ❀

Cosmopolitan Book Corporation announces that Joseph A. Duffy, Jr., has joined its traveling staff. ❀ ❀ ❀

At a meeting of the stockholders of W. W. Norton & Company, Inc., held on July 9, 1930, Storer B. Lunt, Sales Manager of the firm, was elected to the Board of Directors. ❀ ❀ ❀

Carl J. Smalley, starting July 1st, will represent The Modern Library in Denver and The West. ❀ ❀ ❀

Virgil Steed will represent J. H. Sears & Co., in the Southern Cities from Richmond, Virginia throughout the Atlantic Seaboard and including Texas. ❀ ❀ ❀

John Dandridge Stanard, former Literary Editor of The Chattanooga *Times*, and previously connected with The Birmingham *News* and the New Orleans *Item-Tribune*, has been made Assistant Advertising Manager of E. P. Dutton & Co., Inc.

THE Publishers' Weekly

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Book Pickers

“TRADE has not been particularly good this year” wrote Frank Swinnerton in his midsummer letter to the *Publishers' Weekly*. “Why this should be, I am not sure; but I think it can be said that there has been no really outstanding book.”

We have heard that remark made many a time about this spring's book sales in America. Where were the bell-wethers which could create widespread public interest and bring people to the book counters? “Cimarron” has made a good showing in fiction, but it has not pulled others along with it. Maurois' “Byron” has done well but had to vie with “The Strange Death of President Harding.” If some one suddenly asks: “What was the big book in the market this spring?” one is stumped for an answer.

Of course the public buying power was ebbing but we can't help wishing that the weakening market had been tested by the spur of more new titles that were undeniably good.

It is now the editorial departments from whom we are waiting to hear. Their success in finding or planning books must precede any successes which the promotion and sales departments may have.

Design Copyright Bill Passed the House

THE Vestal Bill (H. R. 11852) for the registration of designs under the copyright law passed the House, on July 2nd. This bill is not to be confused with the Vestal bill (H. R. 12549) discussed so often in these pages. The bill, covering design copyright, is of interest to producers of commodities, the value of which depends upon unique designs such as printed or woven silks and other yard goods, and is of great value to artists whose designs and creations are, under present legislation, without protection.

Decision Threatens Ad Censorship

IN an opinion handed down by the Circuit Court of Appeals for the sixth circuit, a precedent may have been established which will curb the effort on the part of the Federal Trade Commission to censor all advertising. The Commission has recently entered an active campaign against alleged misleading advertising as it relates to unfair competition, but if the present opinion is sustained, much of this work will be removed from its jurisdiction. The opinion, written by Judge Denison, holds that the Trade Commission was created as an aid to the enforcement of anti-trust and anti-monopoly policy, and that its jurisdiction does not go beyond relationships under that policy.

The present case involves the advertising of a treatment for obesity. The court has set aside the Commission's order to the manufacturer to desist from making certain statements in their advertising on the ground that unfair competition is not involved. The opinion reads:

“The thing forbidden by the statute is unfair competition. This cannot exist unless there is competition, and there cannot be competition unless there is something to compete with.” Having defined the jurisdiction of the Commission, and cited cases in point, it then says:

“It is apparent from this record, as well as from other recent or pending cases in this court and other decisions of the Commission and from announcements by its members shown in this record, that the Commission does not take this limited view

of its jurisdiction, but that it believes itself authorized to issue its "desist and refrain" orders in any case where it concludes that the sales methods may mislead a substantial part of the purchasing public, in a way and to an extent that, in the judgment of the Commission, is injurious to the purchaser.

"The general law of unfair competition uses the misleading of the ultimate retail purchaser as evidence of the primarily vital fact—injury to the lawful dealer; the Commission uses this ultimate, presumed injury to the final user as itself the vital fact. The result is a realization of what was suggested in the former opinion as the opened vista (289 Fed. 992-3) and a pro tanto censorship by the Commission of all advertising."

Therefor, in this opinion, the question to be decided by the Federal Trade Commission is not one of injury to the consumer which might result from his being misled through advertising, but a question of unfair competition between products which results from such misleading advertising and which leads to injury to the lawful dealer.

Some Like Them Fat

HOW does the general public like its books, big or little? Apparently both ways. The pocket-size books are constantly in demand and yet the omnibus book has steadily gained a place for itself.

In this country the omnibus book made its first headway in college texts, large inclusive volumes of poetry, plays, essays or prose, selected by subject or period of from five hundred to twelve hundred pages. These were usually set up especially for the purpose with new editorial matter. A student would have a good term's reading out of such a book like that at an economical price compared to that of the cost of separate volumes.

In the mail-order field the omnibus idea was applied with great success to popular authors: De Maupassant, O. Henry, etc., and the over-printings of these editions appeared in large quantities in the drug-stores' remainder displays.

The omnibus idea in trade books got its impulse from England where scores of big volumes have come from the presses. Per-

haps the book that did most to popularize the big book in America was "The Omnibus of Crime" partly from its catchy title, emphasizing as it did both the contents and format of the book. Scribner has been particularly successful with such volumes, Galsworthy, Barrie, Stevenson and others. Doubleday has a handsome volume of Great Sea Stories for this summer's counters.

The omnibus plan can be used with many variations and should be an effective way to revive past successes. The material has to be good, for nothing could be less tempting than a fat volume of past failures—but the types of selection can be many, selections from old authors or early efforts of present favorites, long stories, short stories, stories gathered by subject, by period or by type. Such volumes should not follow each other so fast, however, that they cannot be carefully merchandised. A good omnibus book is good merchandise. There can only be a limited number of top-notch volumes. They should be carefully and expertly handled.

Trade Associations

"THE changing attitude of bankers toward trade associations is a very significant development," said Hugh P. Baker, one of the directors of the Chamber of Commerce of the United States, speaking to the recent convention of the National Association of Purchasing Agents. "More and more the bankers are coming to determine the credit to be extended business men upon the basis of the ability of the business men to get together with his competitors for the sound upbuilding of the business or the industry of which he is a part. Bankers are less and less interested in the little fellow or the big fellow who thinks he can run his business off in a corner by himself without affecting his competitors or without affecting his industry. The fact that the American banker is recognizing the importance of the trade association is evidence enough that he thinks the trade association has come to stay. Another evidence of the permanency of the trade association is the fact that no large industry in this country is without a trade association."

Philadelphia Booktrade News

Joseph E. Molloy

of the Philadelphia Inquirer

TITLES on the autumn list of the J. B. Lippincott Company include a new Hilaire Belloc study, "Wolsey," the four hundredth anniversary of whose death is commemorated this year; "Madame, 'The Terror,'" a biography of the sister-in-law of Louis XIV by the well-known Philadelphia author and scholar, Harold Donaldson Eberlein, whose "Little Known England" was a recent Lippincott publication, and who is at present in London; Pierre Mille's "The French Novel," originally intended for the One Hour Series but now announced for publication at two dollars; and "The Moon Mistress," a translation by F. M. Atkinson of Jehanne d'Orliac's portrait of the beautiful Diane de Poitiers. There is a new mystery title, "I Like a Good Murder," by Marcus Magill, the sales on whose spring book, "Death-in-the-Box," were swelled considerably by a novel "return-if-you-don't-like" arrangement, being more than double those on any of his earlier books. The new juveniles include a title by Jane Abbott, "Merridy Road," and two with illustrations by the Philadelphia artist, Jack Tinker, these being Collodi's classic "Pinocchio" and his own "The Small and Tall Man." This fall will also see the first appearance of five stories which George Sand wrote for her grandchildren, "Tales of a Grandmother," translated by Margaret Bloom, and illustrated by the late Harold Hess.



June 28th saw the departure for Europe, by way of Canada, of young Donald Stuart, of Leary, Stuart and Company, on a new search for rare early printed books and incunabula.

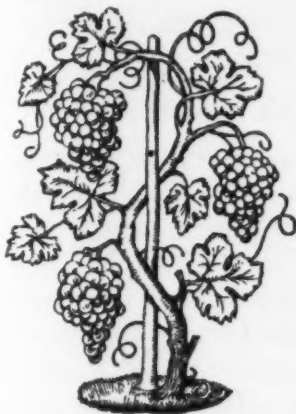


The progress of the suit which Jerome Kern, the composer and collector, has instituted in the local courts against Charles Sessler is certain to hold the attention of

dealers in rare books the world over. The collector seeks the return of \$32,998.10 which he paid Mr. Sessler for what he thought to be the original manuscript of Goldsmith's "Vida's Sacchis, or Game of Chess," and which he now claims is not in Goldsmith's handwriting and therefore worthless. The manuscript has an interesting history of its own. It was in the possession of Bolton Corney when Cunningham published it for the first time in his 1854 edition of the poet, and Forster mentions it in his "Life of Goldsmith." From 1871 until 1927 it was in the famous chess collection of J. W. Rimington Wilson, who had purchased it from the London bookseller, F. S. Ellis for fifty guineas. Ben Maggs, acting for Mr. Sessler, secured it for fifty-six hundred pounds in the sale at Sotheby's in February, 1928, soon after which it became part of the library of Mr. Kern. In January, 1929, Mr. Kern held his own sale and the purchaser of this piece of reputed Goldsmithiana, which fetched \$27,000, returned it in the belief that it was spurious. Strangely enough, although Mr. Sessler does not agree with Mr. Kern, the authenticity of the manuscript does not seem to be the real point at issue. Mr. Sessler, in refusing to take back the manuscript, cites the fact that when he sold it to Mr. Kern, and, in fact, in all the transactions in which it had taken part from the time of the bookseller Ellis, it had been accompanied by two letters containing important facts bearing on its authenticity. These letters, although mentioned in both the Sotheby and Anderson Galleries catalogues, were absent, Mr. Sessler claims, when Mr. Kern sought to return the disputed lot. Mr. Sessler declares he has always maintained his willingness to take back the manuscript as soon as these letters are produced, to re-sell it, if, as he believes, it is authentic, or to return it to its former owners, if, as Mr. Kern claims, it is spurious.

In the Bookmarket

AN undertaking of rare importance has been organized in New Haven, Conn. *The Bacchus Club* is a gathering of amateurs of the vine, friends of wine, interested in fine wines and their making, deploring the present state of



affairs when the drinking of wine is all but a criminal offense. One amateur, believing that good, sound wine could be made at home of a quality to approach the vineyards of Europe, made a theoretical study of wine making which he fol-

lowed up with practical demonstration extending over a period of many years. His conclusions have been recorded by the Club in "Wine Making for the Amateur," to be issued to members only. Printed and designed by Carl Purington Rollins, illustrated by W. A. Dwiggins, this document is printed on mellow paper, will be bound in wine-colored paper boards. The book includes advice on the choice of grapes, apparatus needed, full instructions on crushing, pressing, blending, etc., for red and white wines and for champagne. It is a complete guide for the amateur, and will be issued this month, before the grape harvest. *The Bacchus Club* is limited in membership to 515 and the cost of a membership which includes a copy of the book is \$15. Publications of the Club will not be issued through the trade. ❀ ❀ ❀

Ellis Parker Butler has written "Dollarature, or the Drug Store Book," to be published by *Houghton Mifflin* in September. Mr. Butler has formerly proved that "Pigs is Pigs." Respectable individuals have perhaps been wondering since the latest publishing novelty, to wit: new dollar books, whether "books is books." Mr. Butler attacks the problem from a good-natured, though keen, point of view. Does it matter, for instance, what is between covers or whether covers themselves are cloth or pa-

per; whether they are printed from the old plates out of the attic or brand new ones from the Five-and-Ten; whether they are displayed in alternate layers with the soda fountain sandwich? Mr. Butler's book is guaranteed to cure all bookish biliousness. ❀ ❀ ❀

Robert V. Newman announces that he has purchased the dramatic rights for Vina Delmar's "Bad Girl" which he will bring to New York on September 15th. A dramatization of the novel had been previously announced by Crosby Gaige, but the production did not reach the footlights. ❀ ❀ ❀

The Literary Guild has selected "The Outlaw Years" by Robert M. Coates, *Macaulay*, for August; The Book-of-the-Month Club offers "The Lone Cowboy; My Life Story" by Will James, *Scribner*; from the Book League comes "American Girl" by John Tunis, to be published by *Brewer and Warren*. ❀ ❀ ❀

Estelle Taylor has been chosen for the feminine lead in the movie version of Edna Ferber's "Cimarron," which will soon go into production with \$1,000,000 budgeted for the picture. There will be thousands of extras, 3500 horses, 1,000 covered wagons. Radio Pictures is the producer. ❀ ❀ ❀

William G. McAdoo is reported to be writing his memoirs. Observations on wartime Washington are expected to form a section of the book. McAdoo as everyone remembers was Secretary of the Treasury and Director General of Railroads in the Wilson Administration. ❀ ❀ ❀

Joseph Hergesheimer's novel "The Party Dress," *Knopf*, and Aldous Huxley's "Brief Candles," *Doubleday, Doran*, have been banned from the Irish Free State on the advice of its censorship board. Eighteen other works have previously been put on the black list. Mr. Huxley has the honor of appearing twice on this list. His novel "Point Counter Point" was first on the list of forbidden books after the censorship law came into force. The censorship board considers "Brief Candles" as "indecent in general tendency." ❀ ❀ ❀

English Booktrade News

From Our London Correspondent

History of Bookselling

AS far back as 1910 Chapman and Hall published "The Romance of Book-selling" by F. A. Mumby. He is now bringing this history up-to-date, and is finding a wealth of material covering the years since the war. Cape is to publish it.

Rome Sells Books in the Streets

All the bookshops of Rome took part in the recent book fair, which has become a popular yearly event, controlled by the Government. The fair is part of a Fascist education scheme, which aims to encourage reading and to teach the moral value of books. Books of a political character relating to the present régime are exhibited. Well-known authors stood at pavement counters, ready to sign any of their own books that might be sold.

The Largest Book

The Largest Book was recently installed at Stratford-on-Avon. It weighs two hundred weight, and needs four men to lift it. In it are to be found the names of the 2000 American subscribers to the Shakespeare Memorial Theatre.

Wyman & Sons

The House of Wyman & Sons, printers, who also control so many bookstalls on a number of British Railways, did extremely good business last year. They made a profit of £67,481, which enabled them to pay as much as 20% to the share holders for the year.

"Precepts for Printers"

This is a most useful booklet issued by the Fisher Bookbinding Company, a description of which bindery the *Publishers' Weekly* printed some time ago. It is written by the Managing Director, Gertrude V. Woodman, and her subtitle reads "How the Printers can help the Bookbinders." The keynote to what Miss Woodman says, with so much ability, is to be found in the quotation on the title-page of "Precepts for Printers." It is something

Mr. Cobden-Sanderson once said, "Some subtle relation there should be between the inside of a book and the outside, between the contents and its ornamentation." There are 22 Precepts, and they are admirably presented by the author.

National Book Council

An extremely interesting appointment has been made to the Board of Officials of the National Book Council, which was inaugurated in 1925, and which has had so much success since then. The new President is Sir Charles Grant Robertson, C. V. O., LL. D., Vice Chancellor of Birmingham University. He has been successfully associated with many British Universities, and is well known in America through his notable work, "England under the Hanovarians."

Nursery of Books

In the current *News Sheet* of the National Book Council, the following illuminating paragraph is printed: "There is no more important room than the nursery. It should be an axiom of all homes where there are children, that the nursery shelves shall be easy of access, and the smallest child shall not have the slightest difficulty in getting a book down. They must be attractive homes for attractive books. They must be simple, and easy to keep clean."

Stanley Unwin on Advertising

In our paragraph of May 10th, under the heading of *Publishing*, we made reference to the extremely interesting comment made by Stanley Unwin on a speech delivered by Sir William Crawford, dealing with advertising, in which Sir William had said it would cost publishers many thousands of pounds to run a co-operative scheme. There crept into the paragraph a comma, which put an entirely different meaning into Mr. Unwin's speech. It should have read, "Stanley Unwin said the speaker had been preaching to the converted."

Harold Shaylor Limited

It will interest many publishers and booksellers in America to learn that Harold Shaylor, who was so long the Managing-Director of Simpkin Marshall, and later Managing-Director of Brentano's, has bought the English business of the latter firm, and the new company will be described as Harold Shaylor, Ltd.

Some Best Sellers**FICTION**

"The Edwardians." V. Sackville-West.

"Tagati." Cynthia Stockley.

"The Patriot's Progress." Henry Williamson.

"Brief Candles." Aldous Huxley.

"An Experiment in Sincerity." John Erskine.

"Seven Bobsworth." J. D. Beresford.

GENERAL

"A Brass Hat in No-Man's Land." Brig.-Gen. F. P. Crozier.

"The Dangers of Obedience." Harold J. Laski.

"Life and Letters of Henry Arthur Jones." Doris Arthur Jones.

"Leigh Hunt." Edmund Blunden.

"Desert Islands." Walter de la Mare.

"A Writer's Notes on His Trade." C. E. Montague.

On the whole, the spring season has been a fair one, although it has been quite evident that the financial troubles of a few months since have had an unsatisfactory effect upon bookselling in general. There's good hope for an excellent autumn, unless we have to suffer a general election which will upset business again.

Columbia Bookselling Course

THE summer course in bookselling at Columbia University began its fourth year on July 7. The course in Selecting and Buying Books is being given by Sarah B. Ball of Ball and Wilde, Inc., New York City, as it has been since the course was started. The course in Practical Aspects of Bookselling is conducted by Marion E. Dodd of the Hampshire Book Shop, Northampton, Mass. This is the course which was first given by Frederic G. Melcher of the *Publishers' Weekly* and later by Edwin Valentine Mitchell of Hartford.

There are eighteen students in the course

this year, fewer than usual, it is supposed, because of hard times. Of these eighteen students, five are college graduates, seven have had bookselling experience, three are librarians. Two are taking the course because they hope to get better jobs; seven expect to open shops of their own; one librarian is taking the course because she feels she will understand her own work better if she knows something of bookselling problems. The eighteen pupils come from eleven different States; four from New York State, one from New York City, two from Illinois, two from Massachusetts, one each from Indiana, North Carolina, Iowa, Kentucky, Pennsylvania, California, and one from Saskatchewan, Canada.

Miss Dodd began her course with a lecture on Imagination in Bookselling, followed by another on The Historical Background of Bookselling. The class then studied the function of the bookstore and its place in the community, making a detailed analysis of a typical community. The students were given as one assignment a list of New York book shops which they were asked to visit. The pupils analyzed these bookstores on the basis of 100%, and the different stores were graded as to:

Imagination

Atmosphere

Choice of Stock

Store arrangement

Display—window and inside

Service

Side lines or departments

Advertising devices—leaflets, etc.

There was a wide difference of opinion in the gradings of the various shops, which made the class discussion very profitable. The course will cover such further topics as: Management of a Book Shop, The Business Department of a Book Shop, Book Shop Equipment, and Salesmanship.

Bookmen's Field Day

NEITHER overcast skies, nor the Wall Street crashes dampened the enthusiasm of bookmen who gathered at the Elmhurst Golf Club in Chicago on July tenth for their twenty-third annual Field Day. Thanks to the untiring efforts of Ed Brewster, Brent Vaughan, Duke Hill, Fred Nunan and Billy Barse (even though he was unable to

attend) not only good weather (after a morning of rain) but splendid facilities were provided for the enjoyment of the guests. An interesting, if difficult, golf course tried the mettle and the patience, both, of the most expert among the faithful devotees to the ancient game. For the rest there were card games, baseball, or anything you might like except, of course, shop,—a taboo which, it can be reported, none found difficult to observe.

Here are the lucky winners of the handsome prizes:

GOLF—A.M.

Low Gross—A. A. Grossman

Low Net—Charles Dexter

Putting—J. J. Mullen

GOLF—P.M.

Low Gross—H. B. Runyan

Low Net—W. R. Adams

Putting—I. Thyborg

Blind Bogey—S. W. Drake

PINOCHLE

1st Prize—Louis M. Levy

2nd Prize—Ben Spero

BRIDGE

1st Prize—John Coyle

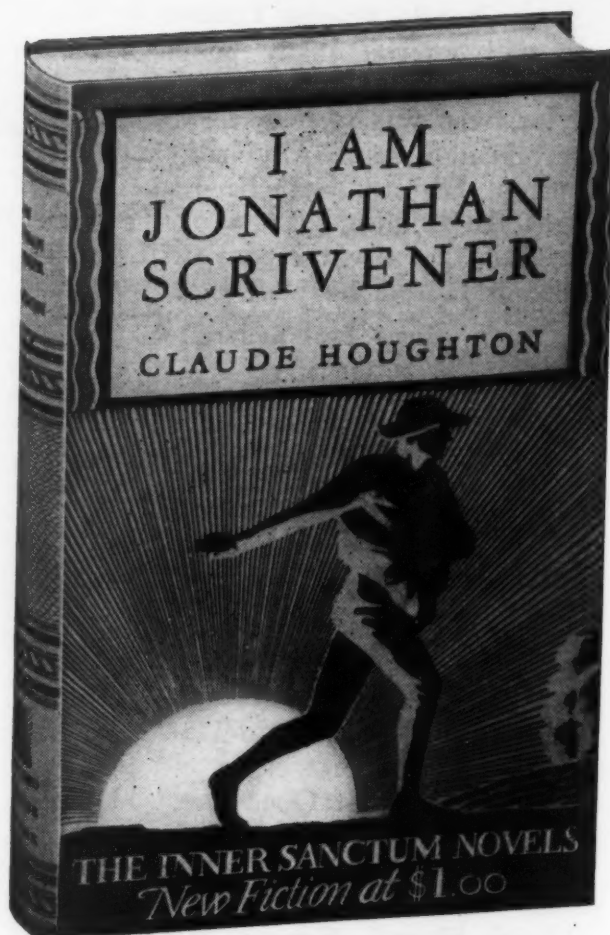
2nd Prize—George Capeller

HORSE SHOE PITCHING

Winner—W. P. Shepard

First Inner Sanctum \$1 Novel Ready

A **NNOUNCEMENT** comes from Simon & Schuster that the first title of their Inner Sanctum Novels, bound in paper at \$1.00, will be ready for the trade July 14th. The first of the novels is a mystery, "I Am Jonathan Scrivener," by Claude Houghton. The book bulks practically to that of standard, cloth bound novels and presents the same attractiveness and fresh appearance that has been achieved in the Boni Paper Books which has been the pioneer line in the revival of paper bindings. The design of the famous Inner Sanctum colophon has been adroitly enlarged to make the binding decoration. The binding is printed in two colors—black and green on white. The color used as the background of the binding design and in the end papers, will indicate the type of story contained in each volume. Blue indicates "Books in a more or less serious vein"; red will be used on "books of a lighter nature" and detec-



tive and mystery stories are to be bound in green. There is a message from the publisher to the reader on the first page before the title-page in which the plan of the Inner Sanctum Novels series is outlined and the reasons for the use of paper bindings explained. The publisher states here that any book which the reader wishes to keep in a more permanent binding, if mailed to their address, will be bound in cloth and returned post free for \$1.00. If the reader does not wish to have the book bound it is suggested that he may lend it to a friend, send it to a hospital or throw it away to make room for more books in this age of apartments and cramped library space.

Harvard Study Shows Rising Store Expense

THE report from the Harvard Bureau of Business Research, covering department and specialty store operation in 1929, shows that the cost of store operation is steadily increasing without a corresponding increase in the gross margins. The expense ratio has increased 1.1% of the net sales during the last three

years without increase in the per cent of gross profit. Upon the close basis of operation in retail business an increased cost of doing business that amounts to 1.1% is dangerous. It is assumed that store managers have been doing everything possible to reduce the rate of expense, and this makes the indication of the report of even greater concern. Carl N. Schmalz, assistant director of the Harvard bureau, who prepared the report, says:

"There are several fundamental factors at work which may be contributing to the problems of the department store trade. Among these factors are chain competition, the gradually falling price level and the tendency noted for stores to trade down and for customers to buy less expensive merchandise. It would be premature to say, however, that the problems created by these developments cannot be solved, but the figures suggest that store executives have made very little progress in solving them.

"It may be necessary to increase the effectiveness of personnel and to change basically store organization and merchandising procedure."

In commenting on the report a *New York Times* editorial points out that store executives realize the source of trouble. It is in store service and all its ramifications, particularly in return and allowance departments, that the mounting cost of doing business is found. Returns and allowances amount to 7.3% of total sales, in stores surveyed. Not all of this is unfair and not all of it represents a loss to the store, but if all but the just returns and allowances could be eliminated, a sudden check would result in the rate of increase in the cost of doing business. Executives are hesitant about curbing their service to customers because of the dreaded loss of business to competitors, but the cost of getting customers, through attractiveness of service offered, is rising to a level that threatens the life of the business itself.

Book Production Estimates

THE newly formed Book Publishers' Research Institute, 730 Fifth Avenue, New York City, has issued facts and figures on the production costs of the \$2.50 novel. "These figures should form a basis on which the public can judge

the industry" according to the Institute. The total actual production cost of a \$2.50 novel is based on an average original edition of 3,720 copies. The price of \$2.50 absorbs the initial expenses of publication which are as follows; \$.14 for paper and printing; \$.17 for binding and wrapper; \$.21 for plates; \$.17 for advertising costs; \$.39 for sales promotion, overhead and other expenses. \$1.0325 is allowed for the customary discount to jobbers and retailers and the average royalty which goes to the author is \$.32. The publisher, according to these figures is left with a profit of \$.0675.

In the June 7 issue of the *Publishers' Weekly*, pp. 2822-2823, a similar computation was made, though the size of an original edition was placed at 5000 copies, priced at \$2.00 per copy. These figures appeared side by side with those on the production of a new dollar book in an edition of 10,000.

The membership of the Book Publishers' Research Institute includes Henry Hoyns, Donald C. Brace, Alfred A. Knopf, who form an executive committee. The secretaryship of the organization is vested in Edwin Bailey, an employee in the office of Edward Bernays, public relations counsel who has been retained as counsel for the Institute.

College Libraries

BBETTER book collections in college libraries is to be the result of the current effort of the Carnegie Corporation which has voted \$425,000 to improve the effectiveness of the book collections available for the undergraduates. The program, it is believed, will enable colleges to meet more adequately the great demand for books for general undergraduate reading purposes. Andrew Carnegie, during his lifetime and later through the Corporation which he set up, distributed \$50,000,000 toward the erection of free public library buildings. In recent years this was followed by large sums for the improvement of professional training for librarianship. Two years ago the trustees, in reviewing their activities, decided that aid should be offered to a selected number of colleges, where, under modern methods of instruction, they were seeking to acquaint the student with books rather

than with textbooks alone. A special committee studied this subject, and now grants covering from two to five years have been extended to thirty colleges, as follows:

Agnes Scott College, Decatur, Georgia.
 Allegheny College, Meadville, Pa.
 Antioch College, Yellow Springs, Ohio.
 Birmingham Southern College, Birmingham, Alabama.
 Beloit College, Beloit, Wisconsin.
 Bennington College, Old Bennington, Vermont.
 Brown University, Providence, Rhode Island.
 Coe College, Cedar Rapids, Iowa.
 Davidson College, Davidson, North Carolina.
 Drury College, Springfield, Missouri.
 Elon College, Elon College, North Carolina.
 Hamline University, St. Paul, Minnesota.
 Hawaii, University of, Honolulu, Hawaii.
 Hobart College, Geneva, New York.
 Hollins College, Hollins, Virginia.
 Illinois College, Jacksonville, Illinois.
 Lake Forest College, Lake Forest, Illinois.
 Lawrence College, Appleton, Wisconsin.
 Mount Holyoke College, South Hadley, Massachusetts.
 Mount Union College, Alliance, Ohio.
 Penn College, Oskaloosa, Iowa.
 Rosary College, River Forest, Illinois.
 St. Catherine, College of, St. Paul, Minnesota.
 St. Lawrence University, Canton, New York.
 St. Stephen's College, Annandale, New York.
 Southwestern University, Memphis, Tennessee.
 Sweet Briar College, Sweet Briar, Virginia.
 Wagner Memorial Lutheran College, Staten Island, N. Y.
 Western College for Women, Oxford, Ohio.
 Wheaton College, Norton, Massachusetts.

Obituary Notes

ESTHER SINGLETON

ESTHER SINGLETON, author and antiquarian, died at Stonington, Connecticut, last week. She was born in Baltimore, but had lived in New York for more than forty years. Her interests were unusually broad and varied, and during her life she wrote fifty books, as well as, numerous magazine articles. She was interested in music, painting, travel, cathedrals, furniture, literature and natural history. In 1923 she became editor of *The Antiquarian*. Her titles include, "The History of the Universe" in four volumes, "Great Events of the World's History" in five volumes, "A Guide to the Opera," "A Shakespeare Garden," "The Furniture of Our Forefathers" and "Dolls." Payson and Clarke, now Brewer and Warren, published "Dolls," the last of Mrs. Singleton's titles to appear before her death, and William Farquhar Payson announces that she had finished "Shakespearian Fantasies — Adventures in the Fourth Dimension" which he intends to issue posthumously in the fall.

HENRY SYDNOR HARRISON

HENRY SYDNOR HARRISON, author, died at the Atlantic City Hospital, Atlantic City, July 14th, at the age of 50. He was born in Sewanee, Tennessee, and when twelve years old moved with his family to Brooklyn, New York. He was educated here in his father's school and at Columbia, receiving his A. B. degree in 1900. He made an unsuccessful venture into the furniture business and spent three years as instructor in his father's school before he turned to writing, as a member of the editorial staff of the *Richmond Times-Dispatch*. He became editorial chairman of the paper in 1908, but resigned two years later to give all his time to writing fiction. He published his first novel "Queed" in 1911. The book was immediately successful. His next book was "V. V.'s Eyes" which sold as widely as the first. After these came "Angela's Business," "When I Come Back," "Saint Teresa" and "Andrew Bride of Paris."

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

BOOKS for children are the feature of this Weekly Record. Longmans have just published five picture-story books, which are up to their usual high standard. The popular author-illustrators, Berta and Elmer Hader offer "Lions and Tigers and Elephants Too." Joseph Auslander composed the verses about "The Lazy Teddy Bear" and is also the translator of *Sixtus'* "The Dwarfs' Railway." Other books for small children are by Moe, Klett and Brock. "Puzzle Tales" by Levine is a combination of favorite fairy stories and the popular cross word puzzles.

Then there are a number of stories for older children by Rothmund, Berger, Albert, Palm, and a new edition of "Moorland Mousie" by Golden Gorse. Non-fiction that can be sold to older boys and girls as well as to adults includes a guide to the plant and animal life of fresh water ponds and streams by Morgan. This addition to Putnam's Nature Field Books comes at just the right time of the vacation season. "The Romance of the Sea" by Jackson contains chapters on all kinds of ships, whaling, fishing, diving, unsolved sea mysteries and many other aspects of life on the sea. "Thirty Fathoms Deep" by Commander Ellsberg, who wrote "On the Bottom" is an adventure story that will appeal to young and not so young readers.

This week marks the début of the popular-priced novels announced by Coward-

McCann and Simon & Schuster. See *Houghton, Ashbrook* and *Hoel*.

A number of books of special interest, potential good sellers for certain bookstores, are listed this week. "Books; Their Place in a Democracy" by Duffus will undoubtedly have a large audience. "The American Road to Culture," by Counts, a critique of our educational system, is a subject of vital interest. A new edition of *Wilde's* "Salome," illustrated by John Vassos, is at hand. "The Story of British Sporting Prints" by Siltzer, containing many lists of artists' works besides the text, is a valuable work for collectors.

Bridge books are always assured of a sale. The John Day Company has just published two slim little books for auction and contract addicts, a new one by Kelley and a new edition of one by Reith.

Dean Brown of Yale, who is well-known in every part of this country, interprets religion in the terms of everyday American life in "The Gospel for Main Street." Along an entirely different line, but by an equally well-known Englishman, Father Knox, is "Caliban in Grub Street," in which the author challenges modern agnostics, especially literary ones. An outstanding biography is that of the first President of Czechoslovakia, Thomas Masaryk, by Street.

Anyone contemplating a visit to Spain will be interested in "The Roads of Spain" by Freeston and a scholarly interpretation of the modern country by Madariaga.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 obl., nar., designate square, oblong, narrow.

The Weekly Record of July 19, 1930

Albert Edna

Little pilgrim to Penn's woods. 313p. il. D c. N. Y., Longmans \$2

The story of a little 18th century German girl who, with her family, emigrated to America and settled in the Quaker colony of William Penn.

Anet, Claude, pseud. [Jean Schopfer]

Idyll's end. 227p. D c. N. Y., Dodd, Mead \$2.50

An historical romance based on the affair between Prince Rudolph of Austria and Marie Vetsera.

Anonymous

Youth dares all. 299p. D c. N. Y., Macaulay \$2

The adventures of a man who roamed America, returning after seven years to the girl who had been his guiding star, only to find that she had fallen.

Antsyferov, Aleksieï Nikolaevich, and others

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Use of honey in ice-cream manufacture. 13p. O (Agri. Exper. Sta. bull. 345) [c.'30] [Urbana, Ill.] Univ. of Ill. pap. apply

White, William

Making butter on the farm; rev. ed. 24p. il. (Farmers' bull. 876) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Witherow, Grace A.

Foreign trade of the United States in the calendar year 1929. 56p. (Trade information bull. 684) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Syrett, Netta

Portrait of a rebel. 326p. D c. N. Y.,
Dodd, Mead \$2.50

The story of an English girl of the Victorian age who fought the narrow conventionality of her surroundings to attain her liberty and happiness.

Tromp, Maarten Harpertszoon

The journal of Maarten Harpertszoon Tromp; anno 1639; tr. and ed. by C. R. Boxer. 255p. (2p. bibl., bibl. note) il., maps O '30 [N. Y., Macmillan] \$8.40

The journal of this Dutch admiral of the 17th century presents a vivid picture of maritime battles in the days of the Spanish Armada.

Truss, Seldon

Number naught; a detective story. 284p. D c. N. Y., Dodd, Mead \$2

The mystery surrounding the sudden and inexplicable disappearance of Lord St. Neots is solved by Inspector Shane of Scotland Yard.

Tydings, Millard E.

Before and after prohibition. 140p. diags. D c. N. Y., Macmillan \$2

The author, U. S. Senator from Maryland, attempts to present the real facts concerning the effect of prohibition on the nation as he has obtained them from State and Federal governmental agencies.

Vieth, Paul Herman

Improving your Sunday school; practical suggestions for superintendents, pastors, and others whose duty it is to supervise the teaching of religion in the local church. 184p. (bibl. footnotes) il., diagr. S c. Phil., Westminster Press 75 c.

Virgil [Publius Virgilius Maro]

The Aeneid of Virgil; tr. by Harlan Hoge Ballard; bi-millennial ed. 345p. D '30, c. '08-'30 N. Y., Scribner \$2

Wallis, John Eyre Winstanley

Verbi ministerium; an introduction to Anglican preaching with appendices on extemporary prayer, etc. 188p. (6p. bibl.) D ['30] Milwaukee, Morehouse Pub. Co. \$1.20

Helpful suggestions on the art of preaching for those who are at the beginning of their ministry.

Wattjes, J. G.

Modern cottages and country-houses in Europe and America. il., diags. F [n.d.] N. Y., D. Jos. Van Riemsdyck \$10

Weber, Max

The Protestant ethic and the spirit of capitalism; tr. by Talcott Parsons. 303p. (bibl. notes, bibl. footnotes) O '30 N. Y., Scribner \$3

An analysis of the intimate relation between Protestant ethics and some of the leading features of modern industrialism.

Wilde, Oscar

Salome; a tragedy in one act; il. by John Vassos. 57p. O [c. '27, '30] N. Y., Dutton bds. \$3.50

A new specially illustrated edition uniform with Wilde's "The Ballad of Reading Gaol" and "The Harlot's House."

Williams, Charles Walter Stansby

Poetry at present. 225p. D '30 [N. Y.] Oxford \$2.50

Criticism of the poetry of John Masefield, Rudyard Kipling, Robert Bridges, Walter De La Mare and other contemporary English poets.

Wodehouse, Pelham Grenville

Something new. 346p. D '30, c. '15 N. Y., Dodd, Mead \$2

This novel has been out of print.

Title Index to The Weekly Record

Does not include the material listed in smaller type

- | | | | |
|--|----------------------|---|------------------------|
| Aeneid of Virgil, The. \$2 | Scribner | Dwarfs' railway, The. Sixtus, A. \$1.50 | Longmans |
| Amber bead, The. Rothmund, T. \$2 | Longmans | Economics of modern industry. Ford, P. \$1.50 | Longmans |
| American road to culture, The. Counts, G. S. \$2.50 | John Day | Elementary music theory. Smith, R. F. 1.50 | O. Ditson |
| Art and wisdom of living, The. Hand, H. \$2.50 | Indo-American Press | Engineering. Gest, A. P. \$2 | Longmans |
| Auction and contract bridge. Kelley, A. C. \$1 | John Day | Father means well. Kahler, H. M. \$1 | Farrar & Rinehart |
| Ayar-Incas, The. Poindexter, M. \$10 | | Field book of ponds and streams. Morgan, S. H. \$3.50 | Putnam |
| Before and after prohibition. Tydings, M. E. \$2 | Macmillan | Fly and minnow. Reynolds, W. \$5 | |
| Books; their place in a democracy. Duffus, R. L. \$2 | Houghton | God's lessons. Hollis, G. 80 c.; 40 c. | Morehouse Pub. Co. |
| Bread and love. Ross, B. \$2 | Modern B'ks. | God and intelligence in modern philosophy. Sheen, F. J. \$4 | Longmans |
| Cabin beyond, The. Fernandes, A. \$2 | Meador Pub. Co. | Golden treasury, The. Palgrave, F. T. 60 c. | Macmillan |
| Caliban in Grub Street. Knox, R. A. \$2.50 | Dutton | Gospel for Main Street, The. Brown, C. R. \$2 | Century |
| Chief contemporary dramatists. Dickinson, T. H. \$5 | Houghton | Hauser von Ohlenhof, Die. Lons, H. 80 c. | Holt |
| Chinese art. Cohn, W. \$4 | Boni | History of York County. Carter, W. C. \$5 | Aurand Press |
| Contract bidding. Reith, G. 75 c. | John Day | Homes and gardens in old Virginia. Massie, S. W. \$3 | J. W. Fergusson & Sons |
| Democratic Party in ante-bellum North Carolina, The. Norton, C. C. \$3 | Univ. of N. C. Press | House of strange victims, The. Atkey, B. \$2 | Appleton |
| Drama of life, The. Lewis, F. F. \$2.50 | Stratford | | |

- How shall I learn to teach religion? Carrier, B. \$1.50 *Harper*
 I am Jonathan Scrivener. Houghton, C. \$1 *Simon & Schuster*
 Idyll's end. Anet, C. \$2.50 *Dodd, Mead*
 Illustrated Bible stories. Goldin, H. E. \$1.50 *Jordan Pub. Co.*
 Improving your Sunday school. Veith, P. H. 75 c. *Westminster Press*
 Jean-Christophe. Rolland, R. \$1 *Holt*
 Journal of Maarten Harpertszoon Tromp, The. Tromp, M. H. \$8.40 *Macmillan*
 Lazy teddy bear, The. Planck, W. \$1 *Longmans*
 Lions and tigers and elephants too. Hader, B. \$1.25 *Longmans*
 Literary leaves. \$1.50 *Amer. Educ. Press*
 Little pilgrim to Penn's woods. Albert, E. \$2 *Longmans*
 Lotus of the wonderful law, The. Soothill, W. E. \$6 *Oxford*
 Manual of biology. Baitzell, G. A. \$2.60 *Macmillan*
 Masaryk (Thomas). Street, C. \$3 *Dodd, Mead*
 Modern cottages and country houses in Europe and America. Wattjes, J. G. \$10 *D. Jos. Van Riemsdyck*
 Moorland Mousie. Golden Gorse. \$3 *Scribner*
 Murder of Cecily Thane, The. Ashbrook, H. \$1.50 *Coward-McCann*
 Mystery of World's End. Berger, H. \$2 *Longmans*
 Nature and ornament. Day, L. F. \$3 *Scribner*
 New day arithmetics, The. Durell, F. 80 c.; 84 c. *C. E. Merrill*
 New French reader, A. Ford, H. E. \$1.20 *Holt*
 New geography by grades, The. Niver, H. B. \$1 *Hinds, Hayden & Eldredge*
 No bed of roses. O. W. \$2 *Macaulay*
 Number naught. Truss, S. \$2 *Dodd, Mead*
 Our President Herbert Hoover. Marsh, W. J. \$1 *Doubleday, Doran*
 Phillip Andre. Perkins, M. M. \$2 *Wetzel Pub. Co.*
 Philosophy of vocal culture. Philip, F. \$3.50 *Scribner*
 Pilgrim's progress in the world to-day. Mackay, H. \$1.50 *Morehouse Pub. Co.*
 Pioneers of justice. Liggett, W. W. \$2 *Macaulay*
 Planning school building programs. Engelhardt, N. \$5 *Teachers College*
 Poetry at present. Williams, C. \$2.50 *Oxford*
 Population. Gini, C. \$3 *Univ. of Chic. Press*
 Portrait of a rebel. Syrett, N. \$2.50 *Dodd, Mead*
 Presenting the glorious Gospel. Joseph, O. L. \$1.50 *Richard R. Smith*
 Progress of life, The. Meek, A. \$4.20 *Longmans*
 Protestant ethic and the spirit of capitalism, The. Weber, M. \$3 *Scribner*
 Puzzle tales. Levine, \$2.50 *Reilly & Lee*
 Reading for appreciation. Grady, W. E. \$1.08 *Scribner*
 Real meaning of Genesis, The. Murray, D. A. \$3 *Stratford*
 Revelation. Birabeau, A. \$2.50 *Viking*
 Roads of Spain, The. Freeston, C. L. \$3.75 *Scribner*
 Romance of the sea, The. Jackson, G. G. \$2.50 *Stokes*
 Russian agriculture during the War. Antsyferov, A. \$4 *Yale*
 St. Paul's Ephesian ministry. Duncan, G. S. \$2.75 *Scribner*
 Salome. Wilde, O. \$3.50 *Dutton*
 Sayings of Jesus, The. Robinson, B. W. \$3 *Harper*
 Selected essays of J. B. Bury. \$5 *Macmillan*
 Sensation and the sensory pathway. Stopford, J. \$3 *Longmans*
 Sinners in summertime. Hoel, S. \$1.50 *Coward-McCann*
 Small years, The. Kendon, F. \$2.50 *Macmillan*
 Soldiers of progress and industry. Hornady, J. R. \$3 *Dodd, Mead*
 Solid geometry. Smith, R. R. \$1.24 *Macmillan*
 Something new. Wodenhouse, P. G. \$2 *Dodd, Mead*
 Spain. Madariaga, S. \$5 *Scribner*
 Story of British sporting prints, The. Siltzer, F. \$15 *Scribner*
 Strains from a dulcimore. Miles, E. B. \$2 *Bozart Press*
 Studies in Matthew. Bacon, B. W. \$5 *Holt*
 Stunt flying. Duncan, R. \$2.50 *Goodheart-Willcox Co.*
 Teaching of high school English, The. Craig, V. J. \$2.25 *Longmans*
 Teaching of secondary mathematics, The. Hassler, J. \$2.50 *Macmillan*
 Technical arts and sciences of the ancients, The. Neuburger, A. \$10 *Macmillan*
 Thirty fathoms deep. Ellsberg, E. \$2 *Dodd, Mead*
 To market! To market! Brock, E. L. \$1.75 *Knopf*
 Tommy-Tatters and the four bears. Moe, L. \$1.50 *Longmans*
 Trigonometry. Crathorne, A. R. \$1.96 *Holt*
 Triumphant footman, The. Olivier, E. \$2.50 *Viking*
 U. S. looks at its churches, The. Fry, C. L. \$2.50 *Inst. of Social and Religious Research*
 Verbi ministerium. Wallis, J. \$1.20 *Morehouse Pub. Co.*
 Wanda and Greta at Broby Farm. Palm, A. \$2 *Longmans*
 Water and air. Meister, M. \$1.08 *Scribner*
 What we believe. Oakley, G. R. 80 c.; 40 c. *Morehouse Pub. Co.*
 When star children play. Klett, G. J. \$1.50 *Longmans*
 While gondolas pass. Mackay, H. \$2 *Appleton*
 With Christ as guide. Gray, A. H. \$1.50 *Richard R. Smith*
 Youth dares all. Anon. \$2 *Macaulay*

Old and Rare Books

A Monthly Department

Romantic Stories of Books

John T. Winterich

SECOND SERIES

XII

Emerson's Essays

BOSTON admittedly being the hub of the universe, it is also, and before that, the hub of New England. Yet of the great cluster of nineteenth-century writers who constitute "the New England group," only one was born in Boston. (Poe, of course, was a native Bostonian, but he who reasons, from that single fact, that Poe was a New Englander would with as much logic denominate Thackeray, from the fact that he was born in Calcutta, a Hindu. It would be fully as just, on this hypothesis, to call Whitman a New Englander, for Whitman was a native of Long Island, and Long Island geologically, is merely a slice of Connecticut gone wrong.)

Lowell and Holmes were born in Cambridge, Thoreau in Concord, Hawthorne

in Salem, Whittier in Haverhill, and Longfellow in Portland—and even though Maine, at the moment, was part of Massachusetts, still Portland was hardly a suburb of Boston. Ralph Waldo Emerson was born on Summer Street, Boston, in 1803, anticipating the next oldest of the group by one year, and the youngest by sixteen.

It was an accident of geography that Poe should have been born in Boston, and it was equally an accident of geography in the instance of Emerson. Both were children of fathers who had chosen the two most peripatetic professions—Poe's the stage, and Emerson's the ministry. In 1799 the First Church of Boston summoned the Reverend William Emerson from his pastorate at Harvard—the village of Har-



*Courtesy Robert Fridenburg Galleries.
Ralph Waldo Emerson,
a hitherto unused photograph*

ESSAYS:

BY

R. W. EMERSON.

BOSTON:

JAMES MUNROE AND COMPANY.

MDCCCXLI.

First Edition

vard, Massachusetts, that is, not Harvard College, for the two are tolerably far apart as distance is measured in New England. The First Church offered, among other inducements, a salary more than twice as large as Mr. Emerson had been receiving at Harvard. He was to get fourteen dollars a week, the parish dwelling house, and twenty cords of wood. Ten years later his stipend had grown to \$2500 a year and thirty cords of wood. His son's biographer, James Elliot Cabot, relates that in the garden attached to his dwelling the minister was able to raise his own potatoes, corn and peas. One could

do such things then on Summer Street, Boston.

His affluence was short-lived. In May, 1811, at the age of forty-two, he died, leaving a widow and six children, all under ten years old. The First Church, acting evidently on the noble belief that charity should begin in the house of God, continued to pay her husband's salary to Mrs. Emerson for six months, and then, according to Cabot (who belongs to that blessed school of biographers who do not scorn the essential details of domestic economics), "voted to pay her five hundred dollars a year for seven years, and also to give her the use of the parish house for a year and a half"—actually she stayed there twice that long.

In that elder day the sheer problem of existence could somehow have been solved on that basis. But Ruth Haskins Emerson had other plans for her children than that they should simply grow up, and so did Aunt Mary Emerson, who declared that her nephews were "born to be educated." The most familiar incident of Emerson's childhood is striking testimony to the desperate state of the fatherless little flock. He and his brother Edward shared a single overcoat, turn and turn about. Cabot tells how a friend, visiting the family, "found them without food, and Miss Emerson consoling them with stories of heroic endurance." Aunt Mary was herself of the stuff of heroes if not of psychologists—how shall it comfort an empty stomach to learn that Homer begged his bread?

By such rigid economics William, the oldest son, was able to enter Harvard, and in 1817, Ralph Waldo followed him. If ever student earned his way through college Emerson did. By serving as "President's freshman" (a sort of glorified errand boy) he received free lodging; by waiting on table in the commons he was able to reduce his board bill seventy-five percent; he tutored; he enjoyed scholarship aid. Any money over and above his needs (and doubtless some that came under his needs) could be put to excellent use at home. A windfall in the form of a thirty-dollar declamation prize he turned over to his mother in the sentimental hope that she might buy a shawl or some such tangible and definite memento of his prowess; ob-



Courtesy Robert Fridenburg Galleries.

Residence of R. W. Emerson, Concord, Mass.

viously he had too much tact and affection to suggest such a procedure openly, which was well, since the prize was forthwith passed along to a presumably unsympathetic baker—bread must come before purple and fine Paisley.

After Harvard came an interlude of teaching. Emerson was marking time—communing with himself and his books, content to endure for a while in that atmosphere of false prosperity which surrounds every young man or woman just out of college who contrives to find some gainful occupation, however mean the situation, however meagre the reward. The four years that followed Emerson's graduation from Harvard offer some parallels with the four years that followed Hawthorne's graduation from Bowdoin; Emerson's quadrennium of drift ended, however, about the time Hawthorne's began. He returned to Harvard as a student of divinity.

Why the ministry? Oliver Wendell Holmes summed up the reasons thus: "Descended from a long line of ministers, a man of spiritual nature, a reader of Plato, of Augustine, of Jeremy Taylor, full of hope for his fellow-man, and longing to be of use to them, conscious, un-

doubtedly, of a growing power of thought, it was natural that Emerson should turn from the task of a school-master to the higher office of a preacher. It is hard to conceive of Emerson in either of the other so-called learned professions. His devotion to truth for its own sake and his feeling about science would have kept him out of both those dusty highways."

In 1829 Emerson was ordained minister of the Second Church—"Old North," from whose belfry Paul Revere had read the message of the lanterns half a century before. The resignation of the senior minister a short time later left Emerson in full charge. In the fall of 1832, he himself resigned. The incident is familiar despite the total lack of any of the trappings that go to make a scene. Emerson and his congregation parted company with dignity and affection on both sides, purely as a result of Emerson's intellectual honesty toward the question of the Lord's Supper and his utter inability, once he had reasoned the matter to a conclusion to continue his pastorate under false colors. In the preceding February his wife of less than two and a half years had died.

On Christmas Day of 1832 Emerson sailed for the Mediterranean on board the

ESSAYS:

SECOND SERIES.

BY

R. W. EMERSON.

BOSTON:

JAMES MUNROE AND COMPANY.

MDCCCXLIV.

The first series appeared in London in 1841 with a preface by Carlyle. This second series appeared in England in 1844. There was a French translation in 1851, and a German one in 1858.

tiny brig *Jasper*. He was in need of whatever physical and spiritual benefits the voyage and his subsequent journeying might provide him; he was back in Boston the following October, having visited Italy, France, England and Scotland in the interval and initiated a life-long friendship with Carlyle. That a man of Emerson's slender means should have been able to enjoy such a holiday is not matter for wonder; twelve years later an enterprising

youth named Bayard Taylor would spend nearly two years covering much more ground than Emerson did at a total expense, duly itemized in "Views A-foot" (1846), of \$472.

Home again, Emerson supplied various pulpits and lectured. He and his mother moved to Concord. In 1835 he married Miss Lydia Jackson; he suggested, and she approved, that she alter her first name as well as her last, and she became, for euphony's sake, Lidian Emerson. He himself sometime before had abandoned the Ralph of his youth in favor of Waldo. They made their home in Concord, and in this home Emerson passed the rest of his life, himself the center of that circle whose names are immortally associated with the famous village which, for whatever reason, is much more difficult today for the casual visitor to Boston to reach than it ought to be.

The ten years from 1835 to 1845 Mr. Cabot calls the period of Emerson's greatest productivity, and adds: "That it took the shape of lectures was due very much to circumstances, and not to his will." The platform was the obvious and immediate means of livelihood. Beyond those two recommendations it had little to offer financially. He received from ten dollars and expenses for appearing before a rural lyceum to fifty dollars, or even something more, for addressing a Boston audience. In the summer of 1839 he wrote his brother William in New York: "I see plainly I shall have no choice about lecturing again this winter. I must do it. Here in Concord they send me my tax-bill for the current year, \$161.73." In 1847 he declared that the most he had ever received for ten years was \$570.

But even despite its financial drawbacks, lecturing paid better than writing. In the spring of 1841—that is, in the very middle of this highly productive period—appeared an unimpressive looking book called "Essays," by R. W. Emerson. For a parallel of title-page simplicity one must turn to Poe's "Tales." If this austerity and restraint were designed to keep the book from attracting wide attention, the ruse succeeded rather well. Rarely has classic been ushered into the world with fewer trumpets and banners. What sale it enjoyed was doubtless in large measure

the natural consequence of Emerson's lecture appearances. This probability, at least, would help to account for the appearance of "Essays: Second Series" three years later.

The two volumes proved a more potent influence for Emerson's fame abroad than they did at home. The first series appeared in London late in 1841 with a preface by Carlyle, and the second, also sponsored by Carlyle, toward the end of 1844. There was a French translation in 1851 and a German in 1858. Italian and Spanish versions have since been issued.

In October, 1847, Emerson sailed for England and Scotland on a lecture tour. The journey from Boston to Liverpool on the packet *Washington Irving* took only eighteen days—rather an improvement over the little *Jasper's* forty between Boston and Malta. He was well received, and remained nearly two years, returning to the now familiar round of lecturing, preaching, and writing. His life flowed on with external placidity, lacking inward and outward drama alike. "It is time to be old," he wrote in 1866, but the full burden of age did not descend on him for another fifteen years, though well before that it began to give signs of its imminence. He died April 27, 1882, on the eve of his seventy-ninth birthday. "Oh, that beautiful boy!" he murmured toward the end. He was thinking of his first-born, who had died, when five years old, forty years before.

The Emerson collector requires comparatively little shelfroom to hold the items (most of them not over difficult to come by) which are essential to completeness. Of the score or so of important titles, all but one or two are poems or essays. The two original volumes of "Essays" are not the hardest items to find, though they are properly the cornerstone of an Emerson collection. They belong,

moreover, in that impressive company of American books which it would have been the part of wisdom to acquire ten, or even five, years ago. Two copies of the first series were included in the great Wakeman sale in April, 1924, and sold, respectively, for \$22.50 and \$30. Neither would be likely to bring less than ten times as much today. The second series is commoner, and while hardly as equal to the first in the usual sense of the word, it nevertheless owes its sentimental value to the fact that a first series preceded it. The only copy of the second series in the Wakeman sale was a presentation copy. It brought \$50 in that halcyon collecting era. A presentation copy of the first series cataloged recently by a New York rare-book seller at \$1350 could have been sold many times over.

The two series of "Essays" were not issued in a single volume until 1865, when they appeared as a unit in the popular Blue and Gold series issued by Ticknor and Fields.

The first issue of the original "Essays" should not have the designation "First Series" on the backstrip. Authorities have differed on this point, but the consensus of present-day opinion favors the omission. The second series is properly so designated on the backstrip. This 1844 volume has one odd peculiarity: the folios for pages 257 and 258 are omitted, page 259 following page 256. There is no break in the text, however. The first series has a half title, the second none. The bindings of the two series are not uniform, and there is a slight but noticeable difference in height, both of which facts mean nothing except that the two volumes were not issued as a set. Neither volume can be called a typographical triumph; the forties may have been fabulous, but this quality did not extend as far as the aesthetics of book production.

Mr. Winterich's next chapter will tell of the writing of "Treasure Island"

American First Editions

Compiled by Merle Johnson

MARY JOHNSTON 1870—

MISS JOHNSTON'S important tendency due to her Virginia background. Her best known work is, "To Have and to Hold."

"Prisoners of Hope." *Boston*, 1898.

Published in London as "The Old Dominion."

"To Have and to Hold." *Boston*, 1900.

Limited to 250 copies. Uncut and paper label. Published in London as "By Order Of The Company."

"Audrey." *Boston*, 1902.

Limited Edition, 1000 copies, signed. Uncut and paper label.

"Sir Mortimer." *New York*, 1904.

"The Goddess of Reason." *Boston*, 1907.

Play.

"Lewis Rand." *Boston*, 1908.

Limited Edition 500 copies signed. Uncut and paper label.

"The Long Roll." *Boston*, 1911.

Limited Edition 500 copies, signed. Uncut and paper label.

"Cease Firing." *Boston*, 1912.

Limited Edition 500 copies, signed. Uncut and paper label.

"Hagar." *Boston*, 1913.

"The Witch." *Boston*, 1914.

"The Fortunes of Garin." *Boston*, 1915.

"The Wanderers." *Boston*, 1917.

"Foes." *New York*, 1918.

Published in London as "The Laird of Glenfernie."

"Pioneers of the Old South." *New Haven*, 1918-19.

"Chronicles of America," Abraham Lincoln Edition.

"Michael Forth." *New York*, 1919.

"Sweet Rocket." *New York*, 1920.

"Silver Cross." *Boston*, 1922.

"1492." *Boston*, 1922.

Published in London as "Admiral of the Ocean Sea."

"Croatan." *Boston*, 1923.

"The Slave Ship." *Boston*, 1924.

"The Great Valley." *Boston*, 1926.

"The Exile." *Boston*, 1927.

"The Status of Woman." A Pamphlet.

Published by the Suffrage Press and used as propaganda 1910-1911.

Copyright, 1930, Merle Johnson.

"The Reason Why." A Pamphlet.

Published by the Suffrage Press and used as propaganda 1910-1911.

"Address." *Boston*, 1907.

Printed privately. An address read at Vicksburg upon the occasion of the unveiling of a tablet commemorating the services to the South of the Botetourt Artillery.

"Historic Gardens of Virginia." Compiled by the James River Garden Club. *Richmond*, 1923.

Introduction by Mary Johnston.

Additions and Corrections

Edited by Merle Johnson

Sherwood Anderson

"The American Country Fair," *New York*, 1930.

In the Random House Prose Quartos limited to 875 sets.

Donn Byrne

"The Party of Baccarat," *Garden City*, 1930.

London edition, "The Golden Goat," said to be previous to the American.

Theodore Dreiser

"Fine Furniture," *New York*, 1930.

In the Random House Prose Quartos limited to 875 sets.

Lafcadio Hearn

"Hearn and His Biographers," by Oscar Lewis, *San Francisco*, 1930.

Limited to 350 copies.

Christopher Morley

"Apologia Pro Sua Preoccupatione," *New York*, 1930.

Limited to 225 copies.

Frederic Remington

Should be: 1867-1909 not 1907.

"Wolfville," by Alfred H. Lewis, illustrated by Remington, should be: *New York*, (1897). Later issues so state on title-page.

"Personal Recollections of Nelson A. Miles," illustrated by Remington, should be: *Chicago*, 1896. Captain of frontispiece should be "General Miles" not "Major-General Miles."

F. Hopkinson Smith

"A Gentleman Vagabond," *Boston*, 1895.

Booth Tarkington

"Beauty and the Jacobin," *New York*, 1912, Question has been raised as to the "H-M" foot of copyright page. All copies lately examined having "I-M." Any one having copy with "H-M" will greatly oblige by writing in.

"The Guardian," *New York*, 1907.

Revised 1908 as "The Man From Home."

"The Gentleman From Indiana," *New York*, 1899.

No actual proof of preference in state of covers has yet been brought forth.

"The Spring Concert," *New York*, (1916)

"The Ghost Story," *Cincinnati*, (1922).

"The Trysting Place," *Cincinnati*, (1923).

John Greenleaf Whittier

Should be 1807-1892 not 1807-1891.

Owen Wister

"Roosevelt, the Story of a Friendship, 1880-1919." *New York*, 1930.

The advance copies of reviewers were recalled and corrected.

Amy Lowell

"Poetry and Poets," *Boston*, 1930.

Targ's American First Editions and Their Prices

Reviewed by

Michael Papantonio and David Randall

of the Brick Row Bookshop, New York City

“THE purpose of this little book,” (we quote from the Foreward, dated July, 1930) “is to act as a reference guide for the collector and bookseller, to assist him in determining the authenticity of important as well as lesser American First editions, and also to give him a basis for evaluation.” It was inevitable that such a book should be written, and no one cognizant with the uncertainty both as to points and prices which exist at present in the field of American Firsts can reasonably expect of it more than approximate accuracy. But upon even a cursory examination one discovers that the trusting collector or dealer who cheerfully accepts its guidance will find it impossible either to buy or sell most of the important items at the prices quoted and, even of greater importance, will discover its bibliographical data of dubious value in many instances. A work of this kind competently done by a thorough authority would be of definite value. The following are examples of some of the more glaring inaccuracies.

First as to its bibliographical data. Adam's “Mont Saint Michel and Chartres,” was published in Washington in 1904, not 1912. The large paper edition of Mary Johnson's “To Have and To Hold,” is bound in red cloth (not gray boards) with paper label. “White Jacket” was issued in one, not two volumes, and Emerson's Essays should *not* carry “First series” on the backstrip, (these latter two mistakes, are copied from Merle Johnson's First Editions, evidently, which, nonetheless is not given the courtesy of acknowledgment in the Foreward, being placed, we suppose, among the “Various American Bibliographies extant.”) Robinson's “Captain Craig” has following it the note, “first issue binding has paper label;

also 125 copies on large paper,” which is blatantly wrong and leads one to suspect Mr. Targ has never examined the book, as the paper label occurs *only* on the large paper copies and there is no “first issue binding” in the regular edition. The limited edition of Cather's “April Twilight” was published twenty years after the first and not simultaneously, (as the checklist seems to indicate from its method of cataloging elsewhere;) the reading “so pretty” is no longer the determining point of “The Gentleman from Indiana” as it occurs in both first and second issues, and the ear of corn on the binding does not have to appear right side up.

Why, too, should Mr. Targ warn one to “beware of the facsimile pirated edition” of Huneker's “Painted Veils” and then not sound a warning against the vastly more important facsimiles of “The Old Swimmer's Hole”; nor bother to state that “Poor Jack,” cataloged under Cabell, is a forgery? Such slips and omissions, occur on page after page (we have not recorded all by any means).

And now to turn to price, a more debatable ground to be sure, as opinion is certain to vary. Mr. Targ states in the Foreward that he “did not think it necessary to offer any apologies in regard to selections—or prices;” that he “has endeavored where humanly possible to strike a fair average in price and—in a few instances to anticipate rises.” However, making all due allowance possible, it seems obvious that he has arrived at conclusions which, though perhaps accurately reflecting Mr. Targ's opinions of values today will certainly furnish the collector who guides himself by them with an absurdly false set of standards.

Cooper's “The Spy” one of the rarest of all his firsts, is quoted at \$400; a fairer

retail price today would be \$2500. Irving's "Sketch Book," in parts is marked \$500; it would probably necessitate a collector's parting with \$3500 in gilt edge securities to obtain a set of first issues now. Then, too, Hawthorne's "Peter Parley's History" is certainly worth far closer to \$750 than the \$150 appended to it and if one can secure a good copy of Poe's "Poems," second edition, New York, 1831 in Chicago for \$125 it would pay one to charter an airplane and go after it.

Not all of Mr. Targ's estimates, however, are low. Many of the books can be purchased from reputable New York dealer's stock for half of the values given. Crane's "The Black Riders" (regular edition) for example, is triply over-estimated at \$250, while good copies of Melville's "Typee" may be had for half of \$500; "Parnassus on Wheels" likewise. Byrne's "Messer Marco Polo" can today be purchased for less than \$125; and Lowell's "Poems" 1844, priced \$350 for about \$150. However, these may be instances where the author has "anticipated rises," though why, in a work where the avowed purpose is to guide one in present day purchases, Mr. Targ chooses to deal in future values, is quite beyond our comprehension. The present writers may, for example, be quite convinced that "Moby Dick" is eventually

going to sell for \$5000, but they certainly would not advise its purchase at that price today which seems to be what, in a number of instances, to judge from both foreword and examples, Mr. Targ chooses to do.

It is perfectly justifiable, again, in a work of this kind, to state that the values of firsts of Poe's "Tamerlane," or Hawthorne's "Fanshawe," are "inestimable," but why apply the same term to Menken's "Ventures Into Verse," Lowell's "Class Poem," and Sandburg's "In Reckless Ecstasy"? They are scarce, certainly, but it would probably require presentation copies to fetch more than \$250 at the Anderson-American Art Galleries today. The lumping of these five books under the term "inestimable" shows a confusion of values which is, to say the least, startling. One fervently hopes that no one will take this "guide" at its word and exchange a "Tamerlane" for a "Ventures Into Verse." And for that matter "Fanshawe" has occurred at auction during the past season often enough for a fair estimate of its present value to be given. So the only one of the lot to which the term "inestimable" really applies is "Tamerlane;" what Mr. Targ means is that he cannot estimate value in the remaining cases—an entirely different thing.

Gutenberg Bible for \$8000 !

Carl Claudy

THE greatest treasure of the Vollbehr collection, just bought for \$1,500,000 by the United States, is the Gutenberg Bible.

Its value is estimated at at least \$600,000.

In the *Scientific American* for April 23, 1881, appeared an editorial which shows that the magic of compound interest is nothing in comparison to the increase in value of this book—from eight to six hundred thousand dollars in fifty years.

The editorial reads:—

An Eight Thousand Dollar Bible

The third part of the sale of the collection of books of the late George Brinley of Hartford, Connecticut, was completed in this city, April 7.

The most notable book sold was the Gutenberg or Mazarine Bible which brought \$8,000. Though this copy bears no date it is supposed to have been printed between 1450 and 1455, the printing probably occupying the greater part of five years. For four centuries the book lay buried in the obscure library of the Predigerkirche, at Erfurt, where it was discovered some fifteen years ago. It was purchased by Mr. Brinley in 1873.

The Bible belongs to the extraordinarily rare first edition, and may properly claim to be the first book ever printed with types. The text is of the vulgate of St. Jerome. The type is Gothic, and not only the hundreds of illuminated capitals brilliantly colored and decorated, but the paucity of

typographical errors and the nice execution of detail evince its title to precedence of many other copies in point of origin, and its production as an exemplar. The capitals are many of them emblazoned with ornamentation in gold, and the two volumes are in the original binding—thick oak boards sheathed in calf, beautifully stamped, protected at the corners with ornamented shields of brass, and decorated at the center with designs in the same metal and bosses. The edges of many of the leaves are uncut and show traces of the cues of the rubricator. They are very broad, measuring $15\frac{1}{2}$ by $11\frac{1}{2}$ inches on the leaf.

The book is without title-pages; there

is no pagination. The 641 leaves are printed in double columns, of 42 lines each, and the initials and rubrics are in manuscript. The large folio volumes are of nearly equal thickness, the first of 324 leaves, ending with the Psalms, and the second of 317, completing the text. One leaf of the first volume is in facsimile and sixteen of the second. The copy is in an excellent state of preservation, unstained by time or mildew, and has evidently never been washed. The decoration is arabesque, and Dr. Trumbull infers from its general sumptuousness that it was originally intended for the library of some prince or nobleman—possibly some kindly patron of the struggling inventor.

New Limited Editions Club Series

THE Limited Editions Club organized in April, 1929, "... to place beautifully printed books in the hands of booklovers at commendably low prices; to foster in America a high regard for perfection in bookmaking; by publishing for its members twelve books each year, illustrated by the greatest of artists and planned by the greatest of designers" has just issued the announcement of its second series. The Club's policy of restricting the subscribing membership to fifteen hundred still holds, with a ten dollar price on each book or \$108 for direct purchase of the whole series.

The Club's first series, 1929-1930, was composed of books illustrated by leading American artists and printed by the foremost American printers. This list included such titles as; "Tartarin of Tarascon" by Daudet, illustrated by W. A. Dwiggins, printed at the Georgian Press; "Rip Van Winkle" by Irving, designed by Frederic W. Goudy; "The Narrative of Arthur Gordon Pym," by Edgar Allan Poe, printed at the Southworth Press, illustrated by René Clarke, and "Snow Bound" by Whittier, printed at the Yale University Press. The second series, in contrast, is being illustrated, printed and designed by the foremost artists and designers of Europe.

The titles included here are those of the classics of literature. The books are generally known and admired, books which

everyone would want to own but which are not available in sufficiently well-printed editions. Heading the list is Thackeray's "Vanity Fair," illustrated by John Austen, designed by Paul Johnson and printed at the Oxford University Press, Oxford. The English section also includes Carlyle's "Sartor Resartus," produced by Oliver Simon at the Curwen Press, and de Quincey's "Confessions of an English Opium Eater" illustrated by Zhenya Gay, printed at the Shakespeare Head Press. From Germany comes Molière's "Tartuffe," illustrated and designed by Hugo Steiner-Prag, printed by Poeschel and Trepte in Leipzig. "The Marble Faun" by Nathaniel Hawthorne has been illustrated, designed and printed in the printing house of the Frères Fretz in Zurich, Switzerland. The Officina Bodoni in Verona, Italy, contributes "The Little Flowers of Saint Francis of Assisi" and from Czecho-Slovakia comes the lovely "Aucassin and Nicolette" in the English version of Andrew Lang, illustrated by Vojtech Preissig, printed at the State Printing Office, Prague: from Russia, of course, "Anna Karenina," illustrated by Nickolai Piskareff and printed at the Expedition for the Preparation of State Paper, Moscow. Books issued from all these presses have been much collected in this country, a fact which makes these new Limited Editions Club books of unusual interest. One of the announced titles which is rather re-

markable for the contrasted racial temperaments involved in its production is Homer's "Odyssey," English version by Alexander Pope, designed by J. Van Krimpen, printed by Jhn. Enschede en Zonen, Haarlem.

Though there are four French written books on the list, one only has been produced in France, and that one is Victor Hugo's "Notre Dame de Paris," illustrated by the Belgian wood-cut artist, Franz

Masereel. Designed by Henri Barthelemy the book has been printed by The Imprimerie Coulouma, Argenteuil. The fourth French title is Pierre Loti's "An Iceland Fisherman," produced in Sweden.

The Limited Editions Club maintains a Book Exchange department through which members have always been able to dispose of those volumes readily which they do not desire to keep.

The Folger Library

RISING back of the great mass of the Library of Congress is a beautiful new marble building designed by Paul P. Cret, architect of many famous public buildings, including the Indianapolis Public Library. The new building will house the famous Folger collection of Shakespeareana left by Henry Folger of Brooklyn, who added to his original bequest of the books, a fund of ten million dollars for its upkeep and extension. This endowment fund is to be supervised by the trustees of Amherst; and the will states that if Amherst College does not take upon itself this trust with its own consequent increase in revenue, the trustees of the University of Chicago will be asked to serve, but it is unlikely that Amherst will decline to accept this responsibility.

The building has an entrance on each side of its long frontage, and in the center the high windows light the beautiful memorial hall, 136 ft. by 29 ft., in which will be placed such part of the collection as shall be put forth for exhibit for special popular interest. Behind this will be a main reading room of similar size, 122 ft. by 35 ft. This room is to be finished like an Elizabethan room with dark woodwork and beam ceilings. Immediately back of

this beautiful building will rise later the new addition to the Library of Congress, all three buildings to be connected by a tunnel.

Mr. Folger began collecting while a student at Amherst, and during his life quietly gathered the now world famous library of Shakespeareana which is said to equal if not to surpass that of the British Museum. There are more than twenty-five thousand volumes that include in addition to Shakespeare's works many of the rarest items of contemporary Elizabethan dramatists. Thirty-five first folios and the unique Gwynn volume of collected plays issued in 1619 are among the Shakespeare items.

There is a collection of disputed signatures, the only acknowledged ones being in the British collection.

After an active career as a high official of the Standard Oil Company, Mr. Folger retired in 1928 to devote himself to the establishing of a national home for his collection which would make it available for all time to students of Elizabethan drama. His death, early in this year, left the work incomplete, but his will carefully provides for the completion of the library and its maintenance.



Limited Editions of the Month

THE BOOK CLUB OF TEXAS

Eneas Africanus, by Harry Stillwell Edwards, Hal Marchbanks designer, Monotype Garamont type, 300 copies on cream laid antique Dutch charcoal, to members only, at \$3.50, Dallas, Texas.

HOUGHTON MIFFLIN COMPANY (THE RIVERSIDE PRESS).

"The Winthrop Fleet of 1630," by Charles Edward Banks, maps and facsimiles, reproductions of old drawings, boards, 500 on Etherington novel paper, \$7.50.

JOHNCK AND SEEGER

To the Little Princess: An Epistle, by Ella Young, decorations by Lawrence A. Patterson, Italian hand-made paper, 400 copies signed by author, on Glaston paper at \$6. San Francisco, 447 Sansome Street.

THE LAKESIDE PRESS

Moby Dick, by Herman Melville, 3 vols., Rockwell Kent illustrator, 277 black and white drawings, 18 pt., Monotype Caslon Old Style, full cloth, printed on Arnold unbleached white wove antique paper, \$52. Chicago.

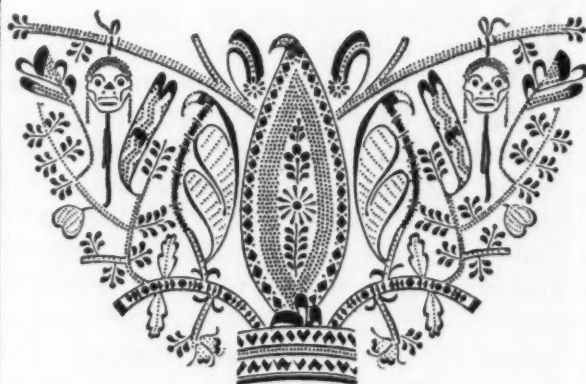
Tales by Edgar Allan Poe, W. A. Dwiggins illustrator, black and white illustrations, Linotype original old style, decorated paper-board sides, printed on A.w. one hundred per cent. rag book paper, \$15.

Two Years Before the Mast, by Richard Henry Dana, Jr., Edward A. Wilson illustrator, full color 2 colors, black and white illustrations, modern Scotch Roman monotype, blue cloth, printed on Aurelian natural wove dull book paper, \$20.

Walden, by Henry David Thoreau, Rudolph Ruzicka illustrator, black and white illustrations, 12-pt. Monotype Fournier, printed on Aurelian natural wove dull book paper, \$15

TALES

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ILLUSTRATED BY W. A. DWIGGINS

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THE LIMITED EDITIONS CLUB (THE HARBOR PRESS)

Undine, by F. H. K. de la Motte-Fouque, Edmund Gosse translator, Allen Lewis illustrator, wood-blocks in three colors, Cloister type, linen, 1,500 copies on especially water-marked paper, \$10 to members.

WALTER V. MCKEE (FOR THE SHAKESPEARE HEAD PRESS)

Battle Sketches, Reminiscences of the Civil War, by Ambrose Bierce, engravings by Thomas Derrick, limp forrel boards, 120 copies on Batchelor's Shakespeare Head paper, \$25.

Old and Rare Books

Frederick M. Hopkins

TWENTY-SEVEN years ago Oscar Wegelin published his bibliographical work entitled "Early American Poetry." Peter Smith, of this city, has just issued a second edition, revised and enlarged, under the full title: "Early American Poetry, A Compilation of the Titles of Volumes and Broadides by Writers Born or Residing in North America North of the Mexican Border." The volume is about 7 by 10 inches in size, well printed and substantially bound, contains 240 pages with an index of titles, and illustrated with facsimiles of title-pages of rare items. The first edition has been out of print for many years, and in the meantime hundreds of discoveries have been made. The growing interest in original editions of early American literature has made a new edition a necessity. A most careful, methodical and comprehensive search for new titles has been made, and Mr. Wegelin has taken advantage of the cooperation gladly given to make his work complete and authoritative. This new edition comes at a most opportune time for librarians, dealers and collectors will all give it a most cordial welcome. Mr. Wegelin's work, covering a long period, has been largely a labor of love, but he will have the satisfaction of knowing that it will be gratefully appreciated for many years to come. It will do much to concentrate intelligent attention in the collecting of early American poetry, for activity in this field was dependent upon better information than has hitherto been available.

IN connection with the recent Fourth of July observances, the Library of Congress placed on either side of the shrine containing the Declaration of Independence, several documents which were influential in its framing and which illustrate the idea of a separate government. The exhibition consists of eleven documents and shows that the Declaration had its origin in the first three paragraphs of the Virginia Bill of Rights by George Mason; in Thomas Jefferson's preamble to the Virginia Constitution; and in Richard Henry Lee's motion in the Continental Congress June 7, 1776, which in turn was based upon the instructions of the Virginia convention, May 15, 1775, to the Virginia delegates to the Continental Congress.

ACCORDING to a recent report the Library of Congress receives 892 newspapers regularly from all parts of the world. Of this number 342 are bound for permanent records. It is largely for the bound volumes of newspapers that additional quarters have been asked from Congress. Last year these bound volumes served more than 20,000 persons, including university students from Oxford, England, to California on our western shore. At present there are more than 70,000 bound volumes of newspapers in the library. At the beginning of this year there were about 4,000,000 bound volumes on the shelves. The Library of Congress now ranks as one of the big three, the other two being the British Museum and the Bibliothèque Na-

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HARRY STONE

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tionale of Paris, and is growing faster than either. Congress has before it a bill providing an appropriation of \$6,500,000 for an annex that will occupy a block and a half. All of the mechanical work and the storage facilities will be centered in the new building, so that the library proper may be wholly utilized for the purposes to which it is most adapted. Within a comparatively short period the policy of the library has been to extend a welcome to desirable collections and the response has been prompt and encouraging. Evidently there is a wide interest in our national library and this interest was reflected in the recent purchase of the Vollbehr collection by Congress.

AN unusual collection of rare Chinese maps and atlases has been presented to the Library of Congress by Andrew W. Mellon, secretary of the treasury. Two manuscript atlases drawn in the Ming period, between 1368 and 1644, in addition to 36 other maps and atlases are included in the collection. The collection was made by Arthur W. Hummel, during a residence of 13 years in China, and was recently acquired by Mr. Mellon. Maps, like those in this collection, are now uncommon and difficult to procure. No effort has been made in China to preserve the work of its cartographers, and it has been only now and then possible in recent years to come across specimens still intact, or in a fair state of preservation. According to Bertold Laufer of the Field Museum, Chicago, the Chinese were engaged in scientific surveying and map making as early as the Tang period. "The early maps," he says, "are in many ways excellent; boundaries, routes, rivers, canals, and other

water-courses, in short, the configuration of plain surface areas are registered with a high degree of accuracy, but mountain ranges always presented a task beyond their capacity and were simply neglected.

IN a four day sale in the last of June at Sotheby's, in London, autographs and manuscripts of modern authors realized good prices. A fine series of Dickens letters, twenty-one in all, dating from 1836 to 1865, brought £2,467 altogether. Nearly all were bought by Walter M. Hill, of Chicago, though the most important one of all went to James F. Drake of this city for £400. There were two very important Barrie manuscripts, one was that of "Better Dead," entirely in the author's handwriting, complete on 79 octavo pages, the property of a man to whom it was given by the author, fetched £2,400; the other, that of an entirely unpublished and unrecorded work, "Bohemia," a new and original comedy in three acts, 106 quarto pages, written while the author was a student at Edinburgh, in 1880, realized £440. Other

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lots included Kipling's "The White Man's Burden," on a single folio page, which brought £800; Gissing's "Ravenna" and other poems, 93 quarto pages, £220; a very fine autograph letter from Boswell to the Rev. Ralph Churton, 3½ pages quarto, £95; and part of Sir Walter Scott's introduction to "Rob Roy," with printer's proof with corrections, £36.

CHARLES F. HEARTMAN'S sale of Americana on July 2, at Metuchen, N. J., containing 354 lots, realized \$8,187.55. A few representative lots and the prices realized were the following: Beverly's "Virginia," London, 1705, first edition, \$90; Gen. Burgoyne's "Expedition from Canada," etc., London, 1780, \$91.50; Damon's "Trip from the Sandwich Islands to Lower Oregon and Upper California," Honolulu, 1849, \$107.50; D. S. by Benjamin Franklin, 3 pp., folio, Paris, March 26, 1779, \$305; Fulton's "Torpedo War and Submarine Explosions," New York, 1810, \$67.50; A. L. S. of Benjamin Harrison, Signer, February 28, 1781, \$132.50; Haswell's "Memoirs and Adventures of Captain Matthew Phelps," etc., Bennington, 1802, first edition, \$81; "Journals of Major Robert Rogers," London, 1765, \$62.50; Thompson's "The Green Mountain Boys," 2 vols., Montpelier, 1839, first edition, \$100.50; A. L. S. of Washington, 2pp., 4to, Mount Airy, August 2, 1773, \$375; and another 1 p., L. S. by Washington, December 7, 1778, to General Morgan, \$255.

THE detective stories of Sir Arthur Conan Doyle were among the most widely sold of contemporary books. Throughout the long period since their first publication they have proved steady sellers. It is not easy to estimate the sales of his books in this country as they were issued by various publishers. His most recent publishers estimated that "The Hound of the Baskervilles" and "The Return of Sherlock Holmes" had each sold well over 1,000,000 copies in this country. One of Conan Doyle's last literary acts, it is said, was to autograph pages for a twenty-four volume collected edition of his works. His literary labors continued until the end, according to Frederick Bligh Bond, editor of *Psychic Research*, who said

that he left an unpublished work, "The Edge of the Unknown."

THE criminological library of Sir Arthur Conan Doyle, which he used as a reference library in writing detective stories, is now on its way to this country. The books were bought at auction in London by Dr. A. S. W. Rosenbach. A part of the collection previously belonged to Sir W. S. Gilbert of Gilbert and Sullivan fame. Every book bears Dr. Doyle's autograph and some contain his notes. The library contains rare and little known items, reports of court-martials, criminal trials, biographies of detectives and criminals and books on psychology of crime. The books cover a period of two hundred years.

HATCHARD'S, 187 Piccadilly, W., London, sends us Catalog No. 61, comprising "Books, Old and Modern, on certain Branches of Sport, including Racing and Steeplechasing; Horses and Riding; Coursing; Falconry, Angling; Shooting; Deer-stalking; and Big-game Hunting." The catalog is a small quarto of 104 pages and contains 967 lots. About one-fourth of the space is devoted to angling books. Buyers interested in moderately priced angling and miscellaneous books on sports will find an unusual opportunity here, although there are many that are rare and valuable.

Catalogs Received

Arabistan; various editions of *The Arabian Nights*, and cognate works, books on the countries and peoples of the Nights, etc. (No. 818.) Henry Sotheran, Ltd., 43, Piccadilly, London, W. 1, England.

Art books, drawings, prints. (No. 8.) E. Guntrip, 24a Hadlow Road, Tonbridge, Kent, England.

Autographs, anciens et modernes, documents et manuscrits. (No. 12.) Victor DeGrange, 28, Rue Serpente, Paris, France.

Choice books including many standard works of the best authors. (No. 303.) E. Hector, 10-3, John Bright St., Birmingham, England.

First editions.. (No. 18.) Philip Howard Furman, 363 West 51st St., New York City.

Important and rare books on the fine arts. (No. 434.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

Interesting books and autographs including many rare items. Reginald Atkinson, 188, Peckham Rye, London, S. E. 22, England.

Juveniles, publisher's remainders, good second-hand sets and reference books. The H. R. Hunting Co., Myrick Building, Springfield, Mass.

Livres anciens et modernes. (No. 17.) M. Blancheteau, 56, Faubourg Saint-Honoré, Paris, France.

Miscellaneous books and library sets. (No. 112.) Schulte's Book Store, Inc., 80 Fourth Ave., New York City.

Miscellaneous books in all classes at clearance prices. (No. 49.) R. Fletcher, Ltd., 23, New Oxford St., London, W. C. 1, England.

The Weekly Book Exchange

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Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a

separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering, state edition, condition and price including transportation.

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Journal. Roger Lamb.

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AVE., NEW YORK
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ADAMS B'KSTORE, FALL RIVER, MASS.
Material Handling Cyclopedia. Simmons-Boardman.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.
Leighton. Methodism in Illinois.
Patricia Brent, Spinster.
Keep. West Coast Shells.

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Byrne. Destiny Bay. 1st ed. D. W.
Cecil. Stricken Deer. 1st ed.
Dexter. London of Dickens. Any ed.
Garrett. Cinder Buggy. 1st ed.
Mencken. Treatise on Gods. 1st ed.
Morley. Pipefuls. 1st ed.
Peters. Currier & Ives.

ALPHA BK. Co., 17 E. 14TH ST., NEW YORK
Blood. Ewers. Signed. 2 copies.

W. H. ANDRE, 604 KITTREDGE BLDG., DENVER
Life of Robert Toombs. Phillips.
Ditmar. Reptile Book. New York. 1907.

ANSON JONES PRESS, P. O. BOX 434, HOUSTON,
TEX.

Mexican Mind. Thompson.
Orientations of Ho-Hen.
Camp, Bivouac and Battlefield. Gammage.
Remarks Bill Nye.
Code Napoleon.
Sir Thomas Picton, Anything on.
Histys. 1st & 3rd Divisions.
Photographic Histy. Civil War.
Tissot. Life Christ. Vols. 3 & 4.
Harvard Classics. Vol. 20, any.
Harvard Fiction. Vol. 14.
Paradise Lost. Illus. Martin.
Earliest Life of Christ. Tatian.
Written Instruments. Houck.
Stock Market Barometer. Hamilton. 1928 ed.

ARGOSY BK. STORES, 45 FOURTH AVE., N. Y.
Beckham. Universal Penman. Lond. 1743.
Old Friends and New Faces. Circa 1880.

ARGOSY BK. STORES—Continued

Chap Book Chplitts. Circa 1880.
A.L.A. of American History.

ARGUS BK. SHOP, 333 S. DEARBORN, CHICAGO
The Mystery of Sex. Pub. McClurg. 1909.
Tarkington & Wilson. Man from Home. A
novel. 1st ed.
Harte. Meditations in Motley.
Seabrook, W. B. Adventures in Arabia.
Books on Hawaii, Sandwich Islands, Colonial
New Jersey and Virginia.
Mencken, H. L. Treatise on the Gods. 1st ed.
Taylor. History of Chicago Board of Trade.
Willard & Livermore. A Woman of the Cen-
tury.
Frederick, John T. Druida; The Green Bush.
25 each at remainder price.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.
Burnet. Ethics of Aristotle. Methuen. 1900.
Rickaby. Of God and His Creatures. Burns &
Oates. 1905.
Dods. The City of God. 2 vols. T. & T.
Clark. 1878.

L. S. AYRES & Co., BK. DEPT., INDIANAPOLIS, IND.
In the Heart of Hoosierland. Louis Ludlow.
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Forthcoming Issues

✿ ✿ ✿ In this issue Dorothea Lawrance Mann discusses the older books on the publishers' lists which are the bread and butter of his business. For next week Ruth Brown Park has written about the books which are always on the bookseller's mind, "Not Old, Not New, Not Plugs, But Out of Fashion." Mrs. Park has worked in a bookshop and tells other booksellers how she has sold books of this sort. ✿ ✿ ✿

✿ ✿ ✿ In the same issue we shall present the evidence which we have collected which seems to prove that the fall fashion in novels will be the romantic novel. ✿ ✿ ✿
✿ ✿ ✿ We shall also have, translated from the German *Die Literarische Welt*, a

short article on the inexpensive book in Germany. ✿ ✿ ✿

The Publishers' Weekly The American Booktrade Journal

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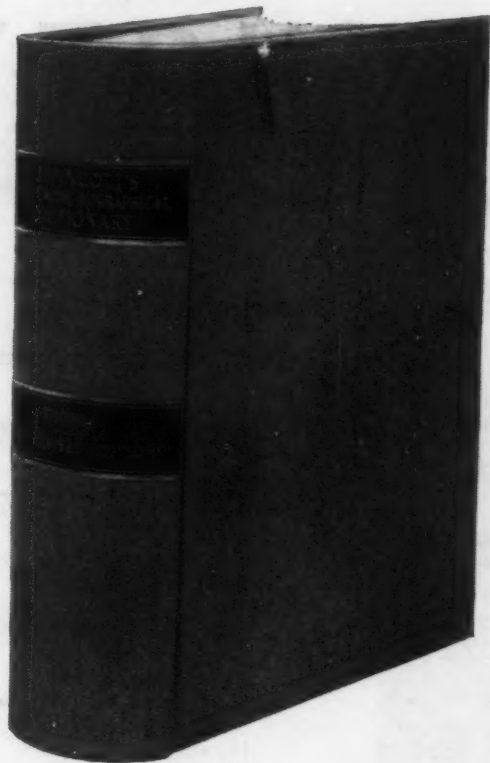
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